

Possible Dates: November 9th - January 22nd

This timeline is based on the modules at <https://wyafterschoolalliance.org/pitch-challenge-modules/>.

Module 1: How do you identify the problem?

- Videos:
 - 5:22 → Identifying the Problem
 - 5:16 → Talking to Potential Customers
 - 8:53 → Wacky Inventions
- Activity:
 - Customer Journey Map
 - Wacky Inventions Game
- Timeframe:
 - November 9th - 15th

Module 2: What's your solution?

- Videos:
 - 4:32 → Identify and Create Solutions
- Activities:
 - So What? Exercise
 - Combo Chatter
 - Observation Walk
- Timeframe:
 - November 16th - 29th

Module 3: Who's your audience?

- Videos:
 - 14:28 → Identify and Connect to Your Customers
 - 10:57 → Primary and Secondary Market Research of Your Customer
- Activities:
 - Pain/Gain Exercise
 - A Day in the Life Exercise
- **Extra Credit:**
 - **Videos:**
 - 15:50 → Q&A with Scott from VentureLab
 - 10:45 → Wacky Inventions Take 2
- Timeframe:
 - November 30th - December 14th

Module 4: Who's your competition?

- Videos:

- 14:55 → Identify Your Competition
- Activities:
 - Favorite Cookie Exercise
- Timeframe:
 - December 15th - 21st

Module 5: How will you make money?

- Videos:
 - 16:09 → Selling Your Product
- Activities:
 - Revenue Model Examples
 - Business Model Template
 - Advertisement Challenge Activity
- Timeframe:
 - December 28th - January 10th

Module 6: How do you pitch your idea?

- Videos:
 - 9:04 → Pitching Your Idea
- Activities:
 - Body Language Game
 - Fill-in-the-Blank Template
 - Pitch Checklist
- **Extra Credit:**
 - **Videos:**
 - **38:22** → Tips and Tricks with Jessie from YEI
 - **24:35** → How to Upload Your Pitch
- Timeframe:
 - January 11th - 22nd (including filming pitch)