



# IMPACT *Report*

BLUEPRINT TRADE  
SCHOOL

2024-2025

Entrepreneurship. Made Practical.

Building innovators, uplifting  
communities, shaping the future of  
work.



# Learn the Trade of Entrepreneurship.



# A Letter from our CEO

Dear Partners, Supporters, and Members of Our Community,

Blueprint Trade School was born from a simple truth: entrepreneurship is a skilled trade, and it deserves to be taught, supported, and respected with the same rigor as any workforce pathway.

For years, I witnessed brilliant, hardworking individuals with ideas, talent, hustle, and purpose — yet without access to the education, systems, mentorship, or capital needed to turn their potential into long-term success. I saw entrepreneurs building businesses from kitchen tables, community centers, cars, and late-night dreams... with no roadmap for sustainability, financial stability, or generational wealth.

I knew that had to change.

Blueprint Trade School represents a new category of workforce education — one that acknowledges entrepreneurship not as a hobby or a side-mission, but as a legitimate career path capable of transforming families, communities, and local economies.

In 2024, we laid our foundation:

- curriculum development,
- industry-aligned program design,
- youth and adult training,
- partnership expansion with banks, workforce boards, and educators,
- and a clear vision for scaling across Texas and Alabama.

In 2025, we begin the next chapter — welcoming our first trade school cohorts, launching the Innovation Center programming, expanding bank-led financial literacy and capital-readiness pathways, and forging deeper connections with institutions committed to economic mobility.

Our mission is simple, bold, and urgent: Empowering entrepreneurial leaders to build game-changing ventures through education, mentorship, and strategic resources.

Blueprint Trade School is not just a school — It is a pathway.

A workforce pipeline.

A community engine.

A launchpad for innovators who come from places where talent is abundant but opportunity has been historically scarce.

From the Desk of  
Kaila Cherie Wright  
Founder & CEO, Blueprint Trade School

As you explore this Impact Report, you will see the early seeds of our work — and the far-reaching future we are building. You will see the power of partnerships, the promise of workforce-aligned entrepreneurship training, and the economic potential of equipping everyday people with the skills to build businesses, earn income, create jobs, and strengthen their communities.

Thank you for believing in this vision. Thank you for investing in futures. And thank you for walking alongside us as we elevate a new generation of founders.

We are not just preparing students for jobs. We are preparing them to create them. With gratitude and relentless purpose,

**Kaila Cherie Wright**

Founder & CEO, Blueprint Trade School





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# Mission & Vision



Our Vision

To become the nation's leading workforce pathway for entrepreneurial talent—where innovators gain the skills, support, and opportunity to launch sustainable businesses and shape the future of work

Our Mission

Empowering entrepreneurial leaders to build game-changing ventures through education, mentorship, and strategic resources.



# OUR STORY

# 03

### OUR STORY

Blueprint Trade School is the evolution of a long-standing community commitment: to make education practical, accessible, and life-changing. What began as Blueprint University — an innovative ecosystem for business education, youth programming, and incubation — grew into a movement to redefine entrepreneurship as a rigorous, respected trade.

Over the years, Blueprint has served:

- youth across Dallas–Fort Worth through entrepreneurship camps and summits,
- adult learners seeking financial empowerment and business readiness,
- emerging founders seeking mentorship and community,
- and institutions seeking modern approaches to workforce development.

As our reach expanded, a clear need emerged:

People aren't just looking for inspiration; they're looking for skill-based training with workforce relevance, economic outcomes, and real pathways to success.



Thus, Blueprint Trade School was born — the first entrepreneurship trade school model of its kind, combining:

- career education,
- entrepreneurship training,
- financial literacy,
- business management skills,
- and workforce-ready competencies.



Blueprint Trade School stands at the intersection of education, innovation, and opportunity, serving as a bridge between untapped talent and the resources required to turn vision into viable ventures.

We prepare students not only to work in the economy... but to build it.

# WHY WE EXIST

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Why We Exist

Across Texas, Alabama, and the country, aspiring entrepreneurs face systemic barriers:

- Access Barriers:**
- Limited mentorship
  - No structured entrepreneurial training
  - Low access to capital and banking relationships
  - Fragmented guidance on business formation and scaling

- Economic Barriers:**
- Families lacking generational wealth
  - Underemployment in marginalized communities
  - The rising cost of higher education
  - Gig-economy instability without business structure

- Educational Barriers:**
- K-12 schools rarely teach real-world business skills
  - Traditional colleges don't offer practical, hands-on entrepreneurial trade programs
  - Most "business programs" lack workforce alignment

Blueprint Trade School exists to solve this.

We believe:  
*Entrepreneurship is a workforce pathway.*  
*Entrepreneurship is a skill.*  
*Entrepreneurship is a trade.*

And when taught with intention and structure, it becomes one of the most powerful accelerators of economic mobility.

Research shows that communities with higher entrepreneurial activity experience lower unemployment, increased household income, and greater local reinvestment. Opportunity thrives when entrepreneurship is accessible, supported, and structured.

Blueprint Trade School fills the gap between talent and opportunity — creating a pathway where students can gain skills, launch businesses, generate income, hire others, and strengthen the local economy.

# WHO WE SERVE

# 05

Blueprint Trade School serves learners across diverse life stages, backgrounds, and communities. Our students are:

**Aspiring Entrepreneurs**

Individuals ready to turn their ideas into functioning businesses but lacking the technical training to do it sustainably.

**Career Changers**

Adults seeking new opportunities, new industries, or flexible income pathways.

**Young Innovators**

Youth with early entrepreneurial potential who benefit from structured, hands-on training.

**Underrepresented Founders**

Communities historically excluded from high-growth entrepreneurial ecosystems.

**Low-to-Moderate Income Learners**

Individuals needing a pathway to economic stability without traditional college debt.

**Returning Citizens & Workforce Re-entry Learners**

Those rebuilding life and career through entrepreneurship and skills-based training.

**Texas & Alabama Communities**

Our primary geographic footprint includes:

- Dallas–Fort Worth Metroplex
- DeSoto
- McKinney
- Etowah County, AL
- Birmingham corridor
- Additional expansion sites in development

Blueprint Trade School meets learners where they are — and equips them with the tools, relationships, and confidence to build the futures they deserve.

# BLUEPRINT'S FIVE PILLARS OF IMPACT



Our unique framework for preparing the next generation of workforce-ready entrepreneurs.

Blueprint Trade School is built on **five core pillars** that guide our curriculum, partnerships, and student outcomes. These pillars form the backbone of our model and ensure that every learner receives a holistic, practical, and workforce-aligned entrepreneurial education.

## PILLAR 1: READINESS TO BUILD

Blueprint Trade School prepares students to step confidently into entrepreneurship with foundational knowledge, hands-on training, and real-world skill development.

This includes:

- Business formation fundamentals
- Market validation
- Customer discovery
- Personal financial readiness
- Confidence and mindset development

Why it matters:

Most early-stage entrepreneurs fail not due to lack of talent — but due to lack of preparation. Readiness is the first step toward sustainable entrepreneurship.



## PILLAR 2: ENTREPRENEURSHIP AS A SKILLED TRADE

Entrepreneurship is not an abstract concept — it is a trade requiring technical skill, discipline, and practice. Our trade school model delivers structured, clock-hour based training in:

- Operations
- Marketing
- Finance
- Sales
- Technology tools
- Customer service
- Branding & media
- Leadership & management

### Why it matters:

This redefines entrepreneurship as a legitimate career path — elevating it to the same level as cosmetology, HVAC, or welding. Students leave with a skill, not just inspiration.

## PILLAR 3: CONNECTED CAPITAL & COMMUNITY ACCESS

Blueprint Trade School bridges the gap between entrepreneurs and the institutions that shape their success.

Access is delivered through:

- Bank partnerships (CUTX, Frost, Bank of Texas, Chase, Truist, PlainsCapital)
- Financial literacy and credit-building workshops
- Loan-readiness education
- Capital pathway conversations
- Community partnerships and collaborations

Why it matters:

Talent is universal. Access is not.

Blueprint Trade School ensures founders are not shut out of the financial systems needed to grow.





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## PILLAR 4: CAREER & BUSINESS PATHWAY NAVIGATION

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Entrepreneurship and workforce development are deeply interconnected. Students receive:

- Career readiness coaching
- Income pathway assessments
- Placement support for entrepreneur-friendly jobs
- Part-time and freelance pathway mapping
- Small business launch coaching

### Why it matters:

Entrepreneurs need stable income while building businesses. We help students map a realistic, achievable pathway to financial sustainability.

## PILLAR 5: ECONOMIC MOBILITY & LEGACY WEALTH

Everything we do is rooted in long-term impact. Students learn to:

- Build businesses that create jobs
- Generate multi-stream income
- Establish systems for scalability
- Manage and grow wealth
- Reinforce community economic strength

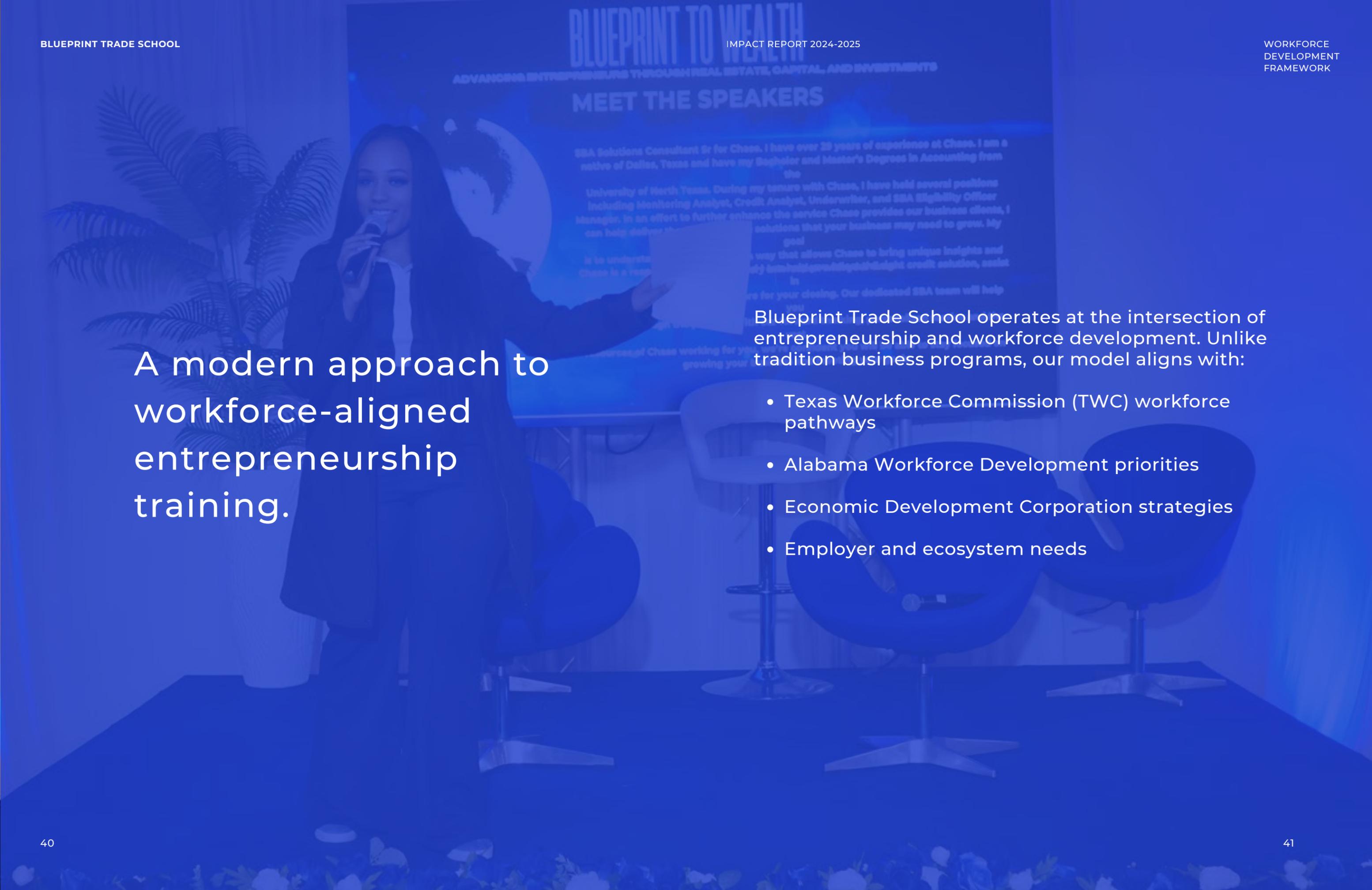
### Why it matters:

Entrepreneurship is one of the strongest pathways to generational wealth — especially for underserved communities. Our model transforms individual success into community uplift.



# WORKFORCE DEVELOPMENT FRAMEWORK





A modern approach to workforce-aligned entrepreneurship training.

Blueprint Trade School operates at the intersection of entrepreneurship and workforce development. Unlike tradition business programs, our model aligns with:

- Texas Workforce Commission (TWC) workforce pathways
- Alabama Workforce Development priorities
- Economic Development Corporation strategies
- Employer and ecosystem needs

# THE BLUEPRINT WORKFORCE MODEL INCLUDES:



## Skill-Based Training

Students learn technical skills aligned with:

- business administration
- digital marketing
- operations
- financial management
- customer service
- sales and client acquisition



## Career Pathway Integration

Students identify:

- industry-aligned job opportunities
- flexible-income employment
- freelancing pathways
- part-time roles that support entrepreneurship



## Entrepreneurship as Workforce Placement

Yes – entrepreneurship is a workforce outcome. Students completing the program can:

- launch a business
- work for themselves
- build stable self-employment
- hire others
- contribute to local economic development



## Employer Partnerships

Through collaborative agreements, students gain access to:

- vendor opportunities
- supplier diversity pathways
- part-time career pipelines
- contract and procurement opportunities



## Community Investment Model

Workforce boards, banks, foundations, and EDCs support programming that:

- reduces unemployment
- strengthens local tax bases
- increases household income
- lowers dependency on public support



## Youth-to-Adult Pipeline

Students can advance from: Youth Programming → Trade School → Launch Lab → Workforce → Entrepreneurship  
This creates one of the strongest entrepreneurial pipelines in the region.

**This framework positions entrepreneurship as a viable, measurable workforce outcome.**

# BLUEPRINT TRADE SCHOOL EDUCATION MODEL



A clock-hour, instructor-led, hands-on training experience for emerging entrepreneurs.

Blueprint Trade School delivers an education model that blends:

✓ Traditional trade school structure

✓ Workforce development best practices

✓ Entrepreneurship training methodology

✓ Real-world business application

## COMPONENT 1: CLOCK-HOUR BASED LEARNING

Students receive structured, measurable hours in:

- Foundations of entrepreneurship
- Branding & identity development
- Financial literacy and bookkeeping
- Marketing strategy
- Customer acquisition
- Operations and systems
- Technology tools
- Leadership and communication

This format mirrors recognized trade programs and prepares the school for future ACCSC accreditation pathways.

## COMPONENT 2: HANDS-ON BUSINESS LABS

Students bring their ideas to life through:

- Market testing
- Creating MVPs
- Building digital assets
- Developing business systems
- Running live sales simulations
- Launching beta versions of their businesses

## COMPONENT 3: INSTRUCTOR-LED TRAINING

Experienced educators and business professionals lead all instruction, providing:

- Real-world examples
- Practical assignments
- Guided mentorship
- Industry insights

## COMPONENT 4: BUSINESS LAUNCH SUPPORT

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Students receive:

- Business registration support
- EIN setup guidance
- Business banking introductions
- Marketing templates
- Pitch practice
- Financial planning
- Access to mentors and community partners

## COMPONENT 5: CAPITAL & CREDIT EDUCATION

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Through partnerships with banks, students learn:

- How business credit works
- How to structure finances
- How to present to lenders
- How to prepare for underwriting
- How to secure capital responsibly

## COMPONENT 6: PATHWAY TO WORK + ENTREPRENEURSHIP

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Upon completing the program, students are prepared to:

- Work in business administration roles
- Work in marketing or operations roles
- Start a service-based business
- Scale an existing business
- Pursue additional training through community colleges or Blueprint University



# IMPACT DASHBOARD



# 2024–2025 ACTUAL IMPACT (FOUNDATIONAL YEAR)

# 2025 TRADE SCHOOL PROJECTED IMPACT (YEAR 1)

**1,100+**   
Students & Participants Served

**600+**   
Youth Entrepreneurship Participants

**500+**   
Adult Learners Trained

**40+**   
Community Workshops Delivered

**6**   
Bank Partnerships Activated

**36 weeks /  
9 months**   
Curriculum Modules Developed

**10+**   
Educators & Advisors Engaged

**300+**   
**interested  
learners**  
Trade School Pipeline Inquiries

Projected Tuition Revenue	\$1,475,000
Projected Contributions & Grants	\$150,000
Projected Total Revenue	\$1,625,000
Projected Operating Expenses	\$1,545,000
Projected Net Change	+\$80,000

## Student Outcomes (Projected):

**100–120  
students**  
Cohort Enrollment

**80%**  
Expected Program Completion Rate

**40–50%**  
Business Launch Rate

**50–60%**  
Workforce Placement  
(Entrepreneur-Friendly Jobs)

**100%**  
Access to Banking Relationships

**75%**  
Participants Building Business Credit

2026-2030  
MULTI-YEAR  
PROJECTION

**\$2,994,250**  
2026 Projected Revenue

**\$3,975,750**  
2027 Projected Revenue

**\$4,558,746**  
2028 Projected Revenue

**\$5,806,933**  
2029 Projected Revenue

**\$6,232,591**  
2030 Projected Revenue

# STUDENT & COMMUNITY STORIES



# Client Testimonial

“

Mariah worked in a job that paid the bills but didn't build her future. She had a dream of launching a cleaning business but lacked systems, structure, and confidence.

During Blueprint's adult workshops, she learned:

- LLC formation
- Bookkeeping basics
- Client acquisition
- Operations systems

Within months, she landed her first commercial cleaning contract and now employs two team members.

”

– “A New Beginning” — A Career Changer

“

Before joining a Blueprint youth workshop, Jalen had a hobby cutting hair for friends. He didn't see it as a business – he saw it as survival.

Through Blueprint's branding and budgeting workshops, he learned how to:

- Price his services
- Create a simple logo
- Market to new clients
- Track revenue
- Manage spending

Today, Jalen earns consistent weekly income, supports his family, and plans to enroll in Blueprint Trade School to formalize his business.

”

– “From Idea to Income” — A Youth Innovator

“

After years of instability, Marcus sought a path that didn't limit him due to his background. Blueprint's entrepreneurship pathway allowed him to:

- learn high-income skills,
- build a service-based business, and
- expand his earning potential without traditional employment barriers.

He now earns consistent income and is preparing to scale his business with support from Blueprint's financial partners.

”

– “Pathway to Stability” — A Returning Citizen

# PARTNERSHIP NETWORK

*Blueprint Trade School is powered by meaningful relationships with institutions that believe in economic mobility, education, and entrepreneurship.*

*Partnerships strengthen student outcomes, expand access, and ensure alignment with workforce priorities across Texas and Alabama.*

## EDUCATION PARTNERS

### Dallas College

Collaboration in workforce alignment, entrepreneurship programming, dual pathways, and potential credit/transcript relationships.



### Gadsden City Schools



### Alabama Community College System (Future Pathway)

A long-term vision for seamless transfer, program recognition, and expansion of entrepreneurial credentialing throughout Alabama.



## FINANCIAL INSTITUTION PARTNERS

Preparing students for banking relationships, capital access, and financial literacy.

- Frost Bank
- Bank of Texas
- CUTX (Credit Union of Texas)
- PlainsCapital Bank
- Chase Bank
- Truist Bank



These partners support classroom instruction, deliver financial literacy modules, assist with business banking readiness, and help students understand capital pathways.

## ECONOMIC & WORKFORCE DEVELOPMENT PARTNERS

### Texas Partners

- DeSoto Economic Development Corporation
- Frisco Economic Development Corporation
- Dallas Workforce Partners
- DFW entrepreneurial ecosystem leaders

### Alabama Partners

- Local workforce boards
- Etowah County organizations
- Calhoun County organizations
- Regional business networks

Blueprint aligns with state and regional workforce goals to support job creation, self-employment readiness, and small business expansion.

## COMMUNITY & CORPORATE PARTNERS

### AT&T She's Connected

Supporting women entrepreneurs and digital access initiatives.

### NACCE (National Association for Community College Entrepreneurship)

A national platform that connects Blueprint with community colleges, national thought leaders, and entrepreneurship education innovators.

### Local Nonprofits & Foundations

Supporting youth programming, bootcamps, and community-based workshops.

## WHY PARTNERSHIPS MATTER

### Partnerships help Blueprint Trade School:

- Expand student reach
- Increase access to capital
- Strengthen workforce pathways
- Improve employment and business outcomes
- Reduce systemic barriers
- Build stronger communities

Together, we create the conditions for entrepreneurship to thrive.

# PEOPLE OF BLUEPRINT TRADE SCHOOL

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Leadership, educators, and advisors dedicated to community transformation.

### LEADERSHIP TEAM

**Kaila Cherie Wright**  
Founder & CEO

Visionary leader committed to transforming entrepreneurship into an accessible, accredited workforce pathway.

**Maria Thomas**  
Chief Financial Officer

Responsible for financial oversight, budgeting, forecasting, and strategic fiscal management across Blueprint entities.

**Program Director**

Gail Harris  
Oversees program delivery, student services, compliance pathways, and curriculum implementation.

### EDUCATORS & INSTRUCTORS

Blueprint instructors bring real-world experience and practical skill to every lesson.

They come from:

- Business development
- Marketing
- Operations
- Finance
- Creative services
- Management & leadership

These instructors are trained to teach with clarity, compassion, and cultural relevance.

### ADVISORY COUNCIL

To be finalized during accreditation preparation.

The council will include:

- Local entrepreneurs
- Bank partners
- Workforce experts
- Industry professionals
- Community leaders

This group will support program relevance, community alignment, and industry integration.



# FINANCIAL SNAPSHOT

# 2025

# FINANCIAL SNAPSHOT

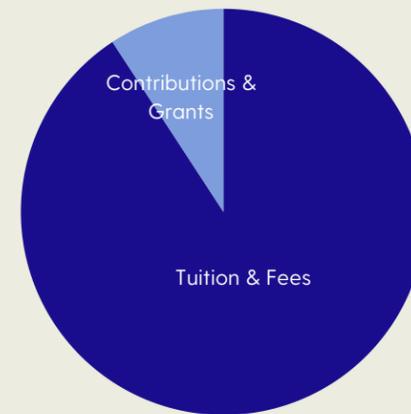
Blueprint Trade School's financial model is built to support sustainable growth, program expansion, and long-term community impact.



## THE BIG IDEAS LEARNING PLATFORM

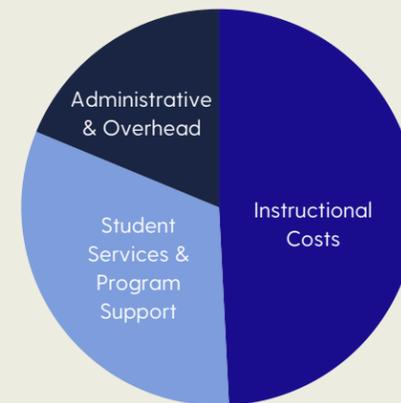
# 2026 PROJECTED FINANCIALS (YEAR 1)

### Revenue



Tuition & Fees	\$1,475,000
Contributions & Grants	\$150,000
<b>TOTAL REVENUE</b>	<b>\$1,625,000</b>

### Expenses

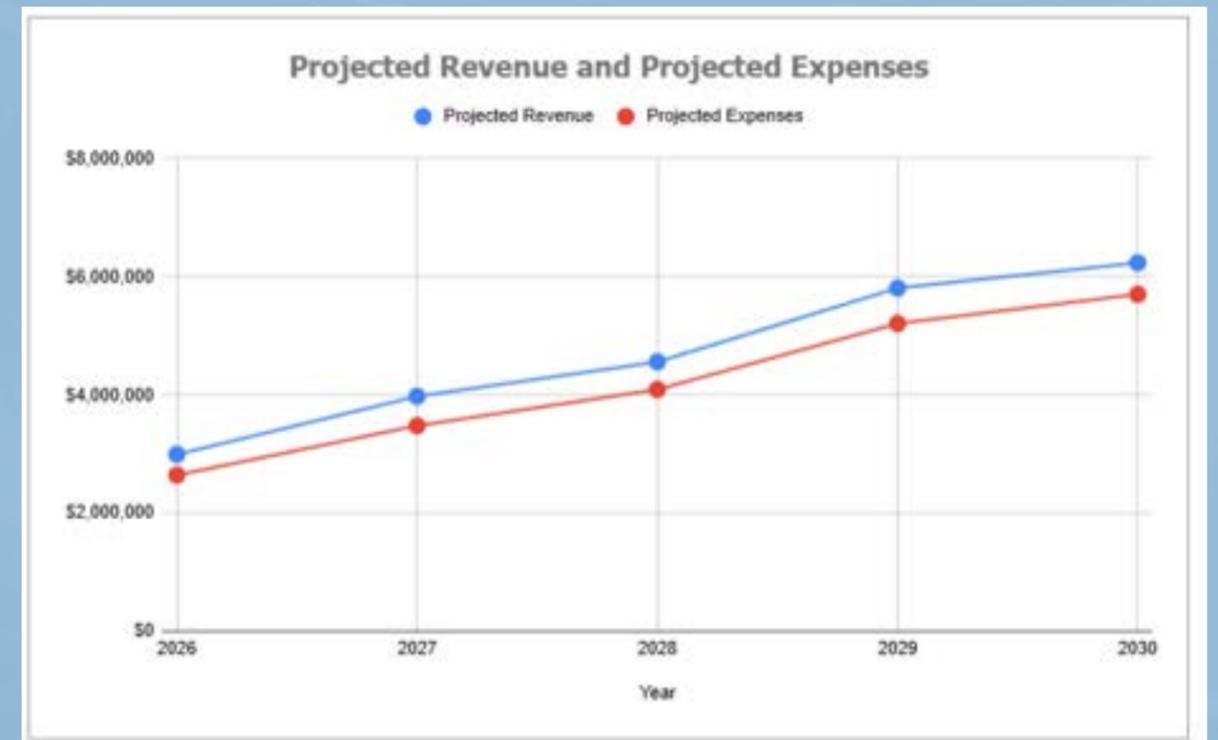


Instructional Costs	\$760,000
Student Services & Program Support	\$495,000
Administrative & Overhead	\$290,000
<b>TOTAL EXPENSES</b>	<b>1,545,000</b>

### Net Operating Change

**+ \$80,000**

# 2026-2030 FINANCIAL PROJECTIONS



## FINANCIAL ANALYSIS

- The school reaches **operational sustainability in Year 1**
- Revenue nearly **quadruples** between 2025 and 2030
- Average yearly net gain: **\$386,000+**
- Strong capacity for:
  - program expansion
  - facility development
  - technology integration
  - staff growth
  - scholarships
  - Alabama expansion

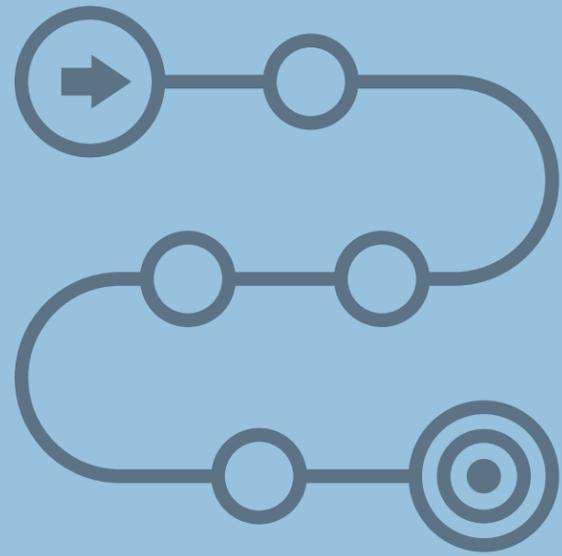
Blueprint Trade School's financial model positions it for **national scalability**.

# STRATEGIC ROADMAP 2025-2027

*A clear path from foundation to national impact.*



Roadmap



# 2025

## LAUNCH + STABILIZE

- Welcome first Trade School cohorts
- Finalize accreditation-readiness documentation
- Expand partnerships with banks, EDCs, and workforce agencies
- Open Blueprint Innovation Center programming
- Launch business labs and hands-on training modules
- Build employer & vendor pipeline for students
- Establish Alabama expansion framework

# 2026

## SCALE + ACCREDITATION PREPARATION

- Expand to multiple cohorts
- Strengthen career services and workforce pathways
- Deepen partnerships with Dallas College and Alabama community colleges
- Increase bank-led financial literacy programming
- Add specialty tracks (e.g., digital marketing, trades-to-business pathways)
- Begin accredited candidacy process
- Evaluate facility expansion needs

# 2027

## EXPAND + INNOVATE

- Launch additional locations or satellite hubs
- Introduce online hybrid learning options
- Grow employer partnerships for contract & vendor opportunities
- Increase fundraising and scholarship programs
- Position Blueprint Trade School as a national model for entrepreneurship-as-trade
- Prepare multi-state accreditation and licensing strategies
- Strengthen alumni network + mentorship ecosystem



# Call to Action

*Building the future of work together.*

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Blueprint Trade School is ready to partner with communities, funders, employers, and institutions committed to economic transformation.

**WE INVITE PARTNERS TO JOIN US IN:**

- Expanding access to entrepreneurship as a workforce pathway
- Funding scholarships for emerging founders
- Supporting program development and facilities
- Providing mentorship, vendor opportunities, and employment pathways
- Contributing to community-wide economic uplift
- Advancing innovative models that close wealth gaps

**WAYS TO ENGAGE**

- Financial sponsorship
- Workforce partnerships
- Bank-led financial education
- Curriculum collaboration
- Employer hiring pathways
- Alumni mentorship
- Event sponsorship

When we invest in entrepreneurs, we invest in families.  
 When we invest in families, we strengthen communities.  
 When we strengthen communities, **we change futures.**



# CLOSING SUMMARY

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Blueprint Trade School stands at the forefront of a new educational movement — one that recognizes entrepreneurship as a skilled trade, a workforce pathway, and a catalyst for generational wealth.

In 2024–2025, we laid the foundation.

In 2025, we launch and scale.

In 2026 and beyond, we transform economies.

*Our mission is clear:*

To empower entrepreneurial leaders to build game-changing ventures through education, mentorship, and strategic resources.

*Our vision is bold:*

To become the nation's leading workforce pathway for entrepreneurial talent — shaping the future of work.

Thank you for believing in this vision.

Thank you for supporting Blueprint Trade School.

And thank you for partnering with us to build pathways that change lives.

The future of entrepreneurship begins here — and we're just getting started.



Thank  
you



**KAILA WRIGHT**  
CEO & FOUNDER



**MARIA THOMAS**  
CFO & COO



**JAMIE SARTIN**  
GRANT MANAGER



**JENNIFER JAMES**  
FINANCE DIRECTOR



**ROSARIO VILORIO**  
LENDER COMPLIANCE



**ERICA FRANKLIN**  
BRAND DEVELOPER

# THE PEOPLE BEHIND THE PURPOSE

[www.blueprinttradeschool.org](http://www.blueprinttradeschool.org)



Our team is made up of educators, strategists, and community builders who believe that entrepreneurship is more than a dream – it’s a discipline. Together, we’re creating pathways for students to learn, launch, and lead.



**ASHLEIGH PINEIRO**  
OPERATIONS SPECIALIST



**GAIL HARRIS**  
EDUCATOR



**MARIAH CUFF**  
OPERATIONS MANAGER



**IRA JOHNSON**  
TAX AND MARKETING ASSISTANT



**MARY CANG**  
VIRTUAL EXECUTIVE ASSISTANT



**MALAYA SHIREMAN**  
GRANT ASSISTANT