



**60+ Hour Entrepreneurial Training Program Schedule  
North White Plains Location  
Fall 2017**

**901 N. Broadway, Suite 23, North White Plains**

*All information contained herein is subject to change*

Session	Date	Time	Day	Subject Matter	Location
1	9/21/17	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	901 N. Broadway, Suite 23, North White Plains
2	9/28/17	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	901 N. Broadway, Suite 23, North White Plains
3	9/30/17	9:00am - 2:00pm	Saturday	<b>Secrets of Success</b>	901 N. Broadway, Suite 23, North White Plains
4	10/5/17	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	901 N. Broadway, Suite 23, North White Plains
5	10/12/17	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics & Working Session	901 N. Broadway, Suite 23, North White Plains
6	10/19/17	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	901 N. Broadway, Suite 23, North White Plains
7	10/26/17	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles	901 N. Broadway, Suite 23, North White Plains
8	11/1/17	6:00pm - 9:00pm	Wednesday	<b>Website</b>	901 N. Broadway, Suite 23, North White Plains
9	11/2/17	6:00pm - 9:00pm	Thursday	Social Media	901 N. Broadway, Suite 23, North White Plains
10	11/9/17	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis	901 N. Broadway, Suite 23, North White Plains
11	11/16/17	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting	901 N. Broadway, Suite 23, North White Plains
12	11/30/17	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	901 N. Broadway, Suite 23, North White Plains
13	12/7/17	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Case Study	901 N. Broadway, Suite 23, North White Plains
14	12/14/17	6:00pm - 9:00pm	Thursday	Access to Capital/Email Marketing	901 N. Broadway, Suite 23, North White Plains
15	12/21/17	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	901 N. Broadway, Suite 23, North White Plains
16	1/4/18	6:00pm - 9:00pm	Thursday	Management and Sustainability	901 N. Broadway, Suite 23, North White Plains
17	1/11/18	6:00pm - 9:00pm	Thursday	Pulling the Plan Together/WEDC Grad Lessons Learned	901 N. Broadway, Suite 23, North White Plains
18	1/18/18	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	901 N. Broadway, Suite 23, North White Plains
19	1/25/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal	901 N. Broadway, Suite 23, North White Plains
20	2/1/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	901 N. Broadway, Suite 23, North White Plains
21	2/8/18	6:00pm - 9:00pm	Thursday	Graduation	<b>TBD</b>