



60+ Hour Entrepreneurial Training Program Schedule

Helen Cuevas, Instructor

Fall 2017

901 N. Broadway, Suite 23, White Plains

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location	Instructor
1	9/21/17	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
2	9/28/17	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	901 N. Broadway, Suite 23, White Plains	Cori-Anne Roublick
3	9/30/17	9:00am - 2:00pm	Saturday	Secrets of Success	901 N. Broadway, Suite 23, White Plains	Enid Weishaus
4	10/5/17	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
5	10/12/17	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics & Working Session	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
6	10/19/17	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
7	10/26/17	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles	901 N. Broadway, Suite 23, White Plains	Sharon Eason
8	11/1/17	6:00pm - 9:00pm	Wednesday	Website	901 N. Broadway, Suite 23, White Plains	Kathy Argyros
9	11/2/17	6:00pm - 9:00pm	Thursday	Social Media I	901 N. Broadway, Suite 23, White Plains	Lisa Kaslyn
10	11/9/17	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
11	11/16/17	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
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, White Plains	Helen Cuevas
13	12/7/17	6:00pm - 9:00pm	Thursday	Social Media II and Email Marketing	901 N. Broadway, Suite 23, White Plains	Risa Hoag
14	12/14/17	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Case Study	901 N. Broadway, Suite 23, White Plains	Sylvia Herzog/Helen Cuevas
15	12/21/17	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	901 N. Broadway, Suite 23, White Plains	Michael Wieser
16	1/4/18	6:00pm - 9:00pm	Thursday	Management and Sustainability	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
17	1/11/18	6:00pm - 9:00pm	Thursday	Access to Capital/ Pulling the Plan Together/WEDC Grad Lessons Learned	901 N. Broadway, Suite 23, White Plains	Carol O'Connor
18	1/18/18	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	901 N. Broadway, Suite 23, White Plains	Enid Weishaus
19	1/25/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
20	2/1/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	901 N. Broadway, Suite 23, White Plains	Helen Cuevas
21	2/8/18	6:00pm - 9:00pm	Thursday	Graduation	TBD	N/A