



60+ Hour Entrepreneurial Training Program Schedule - DRAFT

Instructor - Helen Cuevas

Spring 2018

901 N. Broadway, Suite 23, White Plains

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location
1	2/15/18	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	901 N. Broadway, Suite 23, White Plains
2	2/22/18	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	901 N. Broadway, Suite 23, White Plains
3	2/24/28	9:00am - 2:00pm	Saturday	Secrets of Success	901 N. Broadway, Suite 23, White Plains
4	3/1/18	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	901 N. Broadway, Suite 23, White Plains
5	3/8/18	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics & Working Session	901 N. Broadway, Suite 23, White Plains
6	3/15/18	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	901 N. Broadway, Suite 23, White Plains
7	3/21/18	6:00pm - 9:00pm	Wednesday	Review of Basic Accounting Principles	901 N. Broadway, Suite 23, White Plains
8	3/22/18	6:00pm - 9:00pm	Thursday	Website	901 N. Broadway, Suite 23, White Plains
9	3/28/18	6:00pm - 9:00pm	Wednesday	Social Media I	901 N. Broadway, Suite 23, White Plains
10	3/29/18	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis	901 N. Broadway, Suite 23, White Plains
11	4/5/18	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting	901 N. Broadway, Suite 23, White Plains
12	4/12/18	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	901 N. Broadway, Suite 23, White Plains
13	4/19/18	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Case Study	901 N. Broadway, Suite 23, White Plains
14	4/25/18	6:00pm - 9:00pm	Wednesday	Social Media II and Email Marketing	901 N. Broadway, Suite 23, White Plains
15	4/26/18	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	901 N. Broadway, Suite 23, White Plains
16	5/3/18	6:00pm - 9:00pm	Thursday	Management and Sustainability	901 N. Broadway, Suite 23, White Plains
17	5/10/18	6:00pm - 9:00pm	Thursday	Access to Capital/ Pulling the Plan Together/WEDC Grad Lessons Learned	901 N. Broadway, Suite 23, White Plains
18	5/16/18	6:00pm - 9:00pm	Wednesday	Business Presentation Skills and Closing the Sale	901 N. Broadway, Suite 23, White Plains
19	5/17/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal	901 N. Broadway, Suite 23, White Plains
20	5/24/18	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	901 N. Broadway, Suite 23, White Plains
21	6/7/18	6:30-8:30pm	Thursday	Graduation	YWCA White Plains & Central Westchester