



**60+ Hour Entrepreneurial Training Program Schedule - DRAFT**

Instructor - Helen Cuevas

Fall 2018

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

*All information contained herein is subject to change*

Session	Date	Time	Day	Subject Matter	Location
1	9/13/18	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	901 N. Broadway, Suite 23, White Plains
2	9/20/18	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	901 N. Broadway, Suite 23, White Plains
3	<b>9/22/18</b>	<b>9:00am - 2:00pm</b>	<b>Saturday</b>	<b>Secrets of Success</b>	901 N. Broadway, Suite 23, White Plains
4	9/27/18	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	901 N. Broadway, Suite 23, White Plains
5	10/4/18	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics & Working Session	901 N. Broadway, Suite 23, White Plains
6	10/11/18	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	901 N. Broadway, Suite 23, White Plains
7	10/18/18	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles	901 N. Broadway, Suite 23, White Plains
8	10/25/18	6:00pm - 9:00pm	Thursday	Website	901 N. Broadway, Suite 23, White Plains
9	11/1/18	6:00pm - 9:00pm	Thursday	Social Media I	901 N. Broadway, Suite 23, White Plains
10	11/8/18	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis	901 N. Broadway, Suite 23, White Plains
11	11/15/18	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting	901 N. Broadway, Suite 23, White Plains
12	11/29/18	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	12/6/18	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Case Study	901 N. Broadway, Suite 23, White Plains
14	12/13/18	6:00pm - 9:00pm	Thursday	Social Media II and Email Marketing	901 N. Broadway, Suite 23, White Plains
15	12/20/18	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	901 N. Broadway, Suite 23, White Plains
16	1/3/19	6:00pm - 9:00pm	Thursday	Management and Sustainability	901 N. Broadway, Suite 23, White Plains
17	1/10/19	6:00pm - 9:00pm	Thursday	Access to Capital/ Pulling the Plan Together/WEDC Grad Lessons Learned	901 N. Broadway, Suite 23, White Plains
18	1/17/19	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	901 N. Broadway, Suite 23, White Plains
19	1/24/19	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal	901 N. Broadway, Suite 23, White Plains
20	1/31/19	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	901 N. Broadway, Suite 23, White Plains
21	2/7/19	6:30-8:30pm	Thursday	Graduation	TBD