



60+ Hour Entrepreneurial Training Program Schedule - Draft

**Instructor - TBD
Spring 2019
Mt. Vernon City Hall**

All information contained herein is subject to change

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