



60+ Hour Entrepreneurial Training Program Schedule
Instructor - Helen Cuevas

Fall 2020
Via Zoom Meeting

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter
1	9/15/2020	6:00pm - 9:00pm	Tuesday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview
2	9/22/2020	6:00pm - 9:00pm	Tuesday	Personal Financial Literacy
3	9/26/2020	9:00am - 2:00pm	Saturday	Secrets of Success
4	9/29/2020	6:00pm - 9:00pm	Tuesday	Market Plan Overview/Market Research & Analysis
5	10/6/2020	6:00pm - 9:00pm	Tuesday	Marketing Objectives, Strategies and Tactics & Working Session
6	10/13/2020	6:00pm - 9:00pm	Tuesday	Product Positioning & Competition; SWOT Analysis
7	10/20/2020	6:00pm - 9:00pm	Tuesday	Review of Basic Accounting Principles
8	10/27/2020	6:00pm - 9:00pm	Tuesday	Website
	11/2/2020	5:00pm	Monday	Marketing Plan Due to Helen Cuevas (helen_cuevas@msn.com)
9	11/4/2020	6:00pm - 9:00pm	Wednesday	Social Media Basics
10	11/10/2020	6:00pm - 9:00pm	Tuesday	Financial Planning: Start-Up Costs & Breakeven Analysis
11	11/17/2020	6:00pm - 9:00pm	Tuesday	Financial Planning: Revenue & Expense Forecasting
12	11/24/2020	6:00pm - 9:00pm	Tuesday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections
13	12/1/2020	6:00pm - 9:00pm	Tuesday	Review of Financial Templates & Case Study
	12/7/2020	5:00pm	Monday	Financial Templates Due to Helen Cuevas (helen_cuevas@msn.com)
14	12/8/2020	6:00pm - 9:00pm	Tuesday	Legal Aspects of Your Business/Insurance
15	12/15/2020	6:00pm - 9:00pm	Tuesday	Time Management and Sustainability
16	1/5/2021	6:00pm - 9:00pm	Tuesday	Access to Capital/ Pulling the Plan Together/WEDC Grad Lessons Learned
	1/11/2021	5:00pm	Monday	Final Business Plan Due to Helen Cuevas & Persephone Zill
17	1/12/2021	6:00pm - 9:00pm	Tuesday	Business Presentation Skills and Closing the Sale
18	1/19/2021	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal
19	1/26/2021	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation to Panel
20	2/2/2021	6:00pm - 9:00pm	Tuesday	Graduation