



Entrepreneur Growth Lab Schedule Hybrid Fall 2022

All information contained herein is subject to change

Session	Subject Matter	Location
1	Introductions, Overview of the Course and Business Model Canvas (BMC), Customer Discovery	In Person
2	Secrets of Success	In Person
3	Deep Dive of the Right Side of BMC	Remote
4	Customer Discovery & Buyer's Persona	Remote
5	Moving Towards a Minimal Viable Product or Service & Market Analysis	Remote
6	Branding & Positioning	Remote
7	Go to Market Strategy/Product Fit, Begin Executive Summary & Capabilities Statement	Remote
8	Website & Social Media	Remote
9	Deep Dive on the Left Side of BMC	Remote
10	Communications/Sales/Getting Ready to Pitch 60 second & Pitch Deck	In Person
11	Legal & Human Resources & Elevator Pitch Practice	Remote
12	Breaking Even, Pricing, & Setting Goals	Remote
13	Review Personal Financial Literacy/Finding Money/Working with a Banker	Remote
14	Guest Speakers: Insurance and Risk Management & Leveraging Technology	Remote
15	Recordkeeping & Accounting overview. Review of Pitch Deck	Remote
16	Financial Dashboard	Remote
17	Working Session: Financials: Budget & Financial Statement	In Person
18	Working Session: Review & Help for Deliverables	In Person
19	Pitch Practice with Feedback & Ongoing Review of Deliverables	Remote
20	Pitch Contest & Celebration	In Person

