



60 Hour Entrepreneurial Training Program Schedule
 Remote Via Zoom
 Fall 2020
 Cynthia Marsh-Croll
 All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location	Instructor
1	9/15/20	6:00pm - 9:00pm	Tuesday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	Online	Cynthia Marsh-Croll
2	9/22/20	6:00pm - 9:00pm	Tuesday	Personal Financial Literacy	Online	Cynthia Marsh-Croll
3	9/24/20	6:00pm - 9:00pm	Thursday	Secrets of Success	Online	Lubna Somjee
4	9/29/20	6:00pm - 9:00pm	Tuesday	Legal Aspects of Your Business/Insurance	Online	Gary Schuster, Cathy McCarty
5	10/6/20	6:00pm - 9:00pm	Tuesday	Market Plan Overview/Market Research & Analysis	Online	Katy Dwyer
6	10/13/20	6:00pm - 9:00pm	Tuesday	Marketing Objectives, Strategies and Tactics	Online	Katy Dwyer
7	10/20/20	6:00pm - 9:00pm	Tuesday	Product Positioning & Competition; SWOT Analysis	Online	Katy Dwyer
8	10/27/20	6:00pm - 9:00pm	Tuesday	Website	Online	Katy Dwyer
9	11/3/20	6:00pm - 9:00pm	Tuesday	Social Media	Online	Jonathan Howard
10	11/10/20	6:00pm - 9:00pm	Tuesday	Social Media Part 2, Email Marketing	Online	Jonathan Howard
	11/16/20		DUE	Draft marketing section to cmash-croll@wedcbiz.org		
11	11/17/20	6:00pm - 9:00pm	Tuesday	Review of Basic Accounting Principles	Online	Ken Mann
12	11/24/20	6:00pm - 9:00pm	Tuesday	Financial Planning: Start-Up Costs & Breakeven Analysis	Online	Ken Mann
13	12/1/20	6:00pm - 9:00pm	Tuesday	Financial Planning: Revenue & Expense Forecasting	Online	Ken Mann
14	12/8/20	6:00pm - 9:00pm	Tuesday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	Online	Ken Mann
15	12/15/20	6:00pm - 9:00pm	Tuesday	Review of Financial Templates & Financial Working Session	Online	Ken Mann
	12/21/20		DUE	ken@freedomfs.net		
16	12/22/20	6:00pm - 9:00pm	Tuesday	Management and Sustainability	Online	Laraine Kautz, Cynthia Marsh-Croll
17	1/5/21	6:00pm - 9:00pm	Tuesday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned	Online	Simone Obermeir, Cynthia Marsh-Croll, Melissa Pikul
18	1/12/21	6:00pm - 9:00pm	Tuesday	Business Presentation Skills and Closing the Sale	Online	Cynthia Marsh-Croll, Debra Pearlman
19	1/19/20	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal	TBD	Cynthia Marsh-Croll
	1/25/21		DUE	Final business plan due to cmash-croll@wedcbiz.org		
20	1/26/21	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation to Panel	TBD	Cynthia Marsh-Croll
21	2/2/21	6:00pm - 9:00pm	Tuesday	Graduation	TBD	Cynthia Marsh-Croll