WOMEN'S
ENTERPRISE
DEVELOPMENT CENTER

**Entrepreneur Growth Lab Schedule**
**Dutchess Community College**
**Spring 2024**
*Cynthia Marsh-Croll*
*All information contained herein is subject to change*

| Session | Date | Time | Day | Subject Matter |
|---|---|---|---|---|
| 1 | 2/20/24 | 6 - 9 PM | Tuesday | Introductions, Rules of Engagement, Intro to Google Classroom, Your Why + Business Model Canvas 1st Draft Working Session |
| 2 | 2/27/24 | 6 - 9 PM | Tuesday | Secrets of Success + Personal Financial Literacy |
| 3 | 3/5/24 | 6 - 9 PM | Tuesday | Customer Discovery and Buyer's Persona + Market Analysis, Customer Discovery Questions, Practice Working Session |
| 4 | 3/12/24 | 6 - 9 PM | Tuesday | Marketing + Branding+Building Out the BMC Working Session |
| 5 | 3/19/24 | 6 - 9 PM | Tuesday | Website and Social Media |
| 6 | 3/26/24 | 6 - 9 PM | Tuesday | Communications, Sales Funnel + Getting Ready to Pitch + Practice |
| 7 | 4/2/24 | 6 - 9 PM | Tuesday | SWOT Analysis & Deep Dive on Left Side of BMC + Practice |
| 8 | 4/9/24 | 6 - 9 PM | Tuesday | Check-In with Main Trainer on Left Side BMC + Legal + Insurance & Risk Management |
| 9 | 4/16/24 | 6 - 9 PM | Tuesday | Intro of Financial Dashboard Template + Breaking Even,Pricing,Setting Goals |
| 10 | 4/23/24 | 6 - 9 PM | Tuesday | Recordkeeping & Accounting overview + Working Session on Break Even & Pricing |
| 11 | 4/30/24 | 6 - 9 PM | Tuesday | Financial Dashboard Components & Working Session (2 hrs) + Finding Money/Working with a Banker (1 Hr) |
| 12 | 5/7/24 | 6 - 9 PM | Tuesday | Working Session: Review & Help with Final Edits for ALL Deliverables & Pitch |
| 13 | 5/14/24 | 6 - 9 PM | Tuesday | Pitch Practice with Feedback |
| 14 | 5/21/24 | 6 - 9 PM | Tuesday | Pitch Contest |
| 15 | **5/28/24** | 6 - 9 PM | Tuesday | **Graduation** |