



Entrepreneur Growth Lab Schedule
Dutchess Community College
Spring 2025
Cynthia Marsh-Croll
All information contained herein is subject to change

Session	Date	Time	Day	Location	Subject Matter
1	2/11/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Introductions, Rules of Engagement, Intro to Google Classroom, Your Why + Business Model Canvas 1st Draft Working Session
2	2/18/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Secrets of Success + Personal Financial Literacy
3	2/25/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Customer Discovery and Buyer's Persona + Market Analysis, Customer Discovery Questions, Practice Working Session
4	3/4/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Marketing + Branding
5	3/11/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Website and Social Media
6	3/18/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Communications, Sales Funnel + Getting Ready to Pitch + Practice
7	3/25/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	SWOT Analysis & Deep Dive on Left Side of BMC + Practice
8	4/1/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Check-In with Main Trainer on Left Side BMC + Legal + Insurance & Risk Management
9	4/8/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Intro of Financial Dashboard Template + Breaking Even, Pricing, Setting Goals
10	4/15/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Recordkeeping & Accounting overview + Working Session on Break Even & Pricing
11	4/22/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Financial Dashboard Components & Working Session (2 hrs) + Finding Money/Working with a Banker (1 Hr)
12	4/29/25	6 - 9 PM	Tuesday	Zoom	Working Session: Review & Help with Final Edits for ALL Deliverables & Pitch
13	5/6/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Pitch Practice with Feedback
14	5/13/25	6 - 9 PM	Tuesday	WEDC @ Think Dutchess	Pitch Contest
15	5/20/25	6 - 9 PM	Tuesday	TBD	Graduation