



**60 Hour Entrepreneurial Training Program Schedule**  
**Remote Via Zoom**  
**Spring 2021**  
**Cynthia Marsh-Croll**  
*All information contained herein is subject to change*

Session	Date	Time	Day	Subject Matter	Location	Instructor
1	2/18/21	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	Online	Cynthia Marsh-Croll
2	<b>2/23/21</b>	<b>6:00pm - 9:00pm</b>	<b>Tuesday</b>	<b>Personal Financial Literacy</b>	Online	<b>Cynthia Marsh-Croll</b>
3	2/25/21	6:00pm - 9:00pm	Thursday	Secrets of Success	Online	TBD
4	3/4/21	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	Online	Gary Schuster, Ellen Quimby
5	3/11/21	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	Online	Katy Dwyer
6	3/18/21	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics	Online	Katy Dwyer
7	3/25/21	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	Online	Katy Dwyer
8	4/1/21	6:00pm - 9:00pm	Thursday	Website	Online	Katy Dwyer
9	4/8/21	6:00pm - 9:00pm	Thursday	Social Media	Online	Jonathan Howard
10	4/15/21	6:00pm - 9:00pm	Thursday	Social Media Part 2, Email Marketing	Online	Jonathan Howard
	<b>4/19/21</b>		Thursday	<b>Marketing Draft Due to cmarsh-croll@wedcbiz.org</b>		
11	<b>4/20/21</b>	<b>6:00pm - 9:00pm</b>	<b>Tuesday</b>	<b>Review of Basic Accounting Principles</b>	Online	<b>Ken Mann</b>
12	4/22/21	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis: <b>Spreadsheets emailed</b>	Online	Ken Mann
13	4/29/21	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting: <b>Spreadsheets emailed</b>	Online	Ken Mann
14	5/6/21	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	Online	Ken Mann
15	5/13/21	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Financial Working Session	Online	Ken Mann
	<b>5/19/21</b>		Thursday	<b>Financial Spreadsheet due</b>		
16	<b>5/20/21</b>	<b>6:00pm - 9:00pm</b>	<b>Tuesday</b>	<b>Management and Sustainability</b>	<b>Online</b>	<b>Laraine Kautz, Cynthia Marsh-Croll</b>
17	5/27/21	6:00pm - 9:00pm	Thursday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned	Online	Simone Obermaier, Cynthia Marsh-Croll, Graduate
18	6/3/21	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	TBD	Cynthia Marsh-Croll, Debra Pearlman
19	6/10/21	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal	TBD	Cynthia Marsh-Croll
	<b>6/17/21</b>		Thursday	<b>Final Business Plan Due to cmarsh-croll@wedcbiz.org</b>		
20	6/17/21	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	TBD	Cynthia Marsh-Croll
21	6/24/21	6:00pm - 9:00pm	Thursday	Graduation	TBD	Cynthia Marsh-Croll