



60 Hour Entrepreneurial Training Program Schedule
Remote Via Zoom
Spring 2022
Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location
1	2/16/22	6:00pm - 9:00pm	Wednesday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	Online
2	2/17/22	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	Online
3	2/23/22	6:00pm - 9:00pm	Wednesday	Secrets of Success	Online
4	3/2/22	6:00pm - 9:00pm	Wednesday	Legal Aspects of Your Business/Insurance	Online
5	3/9/22	6:15pm - 9:15pm	Wednesday	Market Plan Overview/Market Research & Analysis	Online
6	3/16/22	6:15pm - 9:15pm	Wednesday	Marketing Objectives, Strategies and Tactics	Online
7	3/23/22	6:15pm - 9:15pm	Wednesday	Product Positioning & Competition; SWOT Analysis	Online
8	3/30/22	6:15pm - 9:15pm	Wednesday	Website	Online
9	4/6/22	6:00pm - 9:00pm	Wednesday	Social Media	Online
10	4/13/22	6:00pm - 9:00pm	Wednesday	Social Media Part 2, Email Marketing	Online
	4/20/22			Marketing Draft Due to cmarsh-croll@wedcbiz.org	
11	4/20/22	6:00pm - 9:00pm	Wednesday	Review of Basic Accounting Principles	Online
12	4/27/22	6:00pm - 9:00pm	Wednesday	Financial Planning: Start-Up Costs & Breakeven Analysis: Spreadsheets emailed by 5/3/22	Online
13	5/4/22	6:00pm - 9:00pm	Wednesday	Financial Planning: Revenue & Expense Forecasting: Spreadsheets emailed by 5/10/22	Online
14	5/11/22	6:00pm - 9:00pm	Wednesday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	Online
15	5/18/22	6:00pm - 9:00pm	Wednesday	Review of Financial Templates & Insights from an Accountant	Online
	5/24/22			Financial Spreadsheet due by 5/24/22	
16	5/25/22	6:00pm - 9:00pm	Wednesday	Management and Sustainability	Online
17	5/26/22	6:00pm - 9:00pm	Thursday	Access to Capital, Pulling the Plan Together, WEDC Grad Shares Lessons Learned	Online
18	6/1/22	6:00pm - 9:00pm	Wednesday	Business Presentation Skills and Closing the Sale	Neptune
19	6/8/22	6:00pm - 9:00pm	Wednesday	Four Minute Business Plan Presentation Rehearsal	Neptune
	6/15/22			Final Business Plan Due to cmarsh-croll@wedcbiz.org	
20	6/15/22	6:00pm - 9:00pm	Wednesday	Four Minute Business Plan Presentation to Panel	Online
21	6/22/22	6:00pm - 9:00pm	Wednesday	Graduation	Online