



**Entrepreneur Growth Lab Schedule
Dutchess Community College & Zoom
Spring 2023**

Cynthia Marsh-Croll

All information contained herein is subject to change

Session	Date	Time	Day	Location	Subject Matter
1	2/14/23	6 - 9 PM	Tuesday	DCC	Introductions, Rules of Engagement, Overview of the Course and "Back Engineering" the BMC
2	2/21/23	6 - 9 PM	Tuesday	DCC	Secrets of Success + Personal Financial Literacy
3	2/28/23	6 - 9 PM	Tuesday	DCC	Customer Discovery and Buyer's Persona + Working Session: Customer Discovery Questions & Practice (Right Side of BMC)
					Individual Advising with Lynn Karam over Zoom
4	3/7/23	6 - 9 PM	Tuesday	DCC	Moving towards a Minimal Viable Product or Service + Market Analysis (Right Side of BMC)
					Individual Advising with Lynn Karam over Zoom
5	3/14/23	6 - 9 PM	Tuesday	DCC	Branding & Positioning & Go to Market Strategy/Product Fit (Right Side of BMC)
					Open Office Hours with Lynn Karam over Zoom
6	3/21/23	6 - 9 PM	Tuesday	Zoom	Website and Social Media
7	3/28/23	6 - 9 PM	Tuesday	DCC	Deep Dive on the Left Side of BMC
8	4/4/23	6 - 9 PM	Tuesday	DCC	Communications, Sales Funnel, Getting Ready to Pitch: Elevator & Pitch Deck
9	4/11/23	6 - 9 PM	Tuesday	Zoom	Guest Speakers: Legal + Insurance & Risk Management
10	4/18/23	6 - 9 PM	Tuesday	DCC	Working Session: Executive Summary, Capabilities Statement & Elevator Pitch
11	4/25/23	6 - 9 PM	Tuesday	DCC	Breaking Even, Pricing, and Setting Goals + Finding Money/Working with a Banker
					Open Office Hours with Lynn Karam over Zoom
12	5/2/23	6 - 9 PM	Tuesday	Zoom	Guest Speakers: HR + Leveraging Technology
13	5/9/23	6 - 9 PM	Tuesday	DCC	Introduction of Financial Dashboard Template + Recordkeeping & Accounting overview + Review of Pitch Deck
14	5/16/23	6 - 9 PM	Tuesday	DCC	Financial Dashboard + Financial Working Session
					Individual Advising with Lynn Karam over Zoom
					Open Office Hours with Lynn Karam over Zoom
15	5/23/23	6 - 9 PM	Tuesday	DCC	Working Session: Review & Help for ALL Deliverables (incl Fin)
16	5/30/23	6 - 9 PM	Tuesday	DCC	Pitch Practice with feedback
17	6/6/23	6 - 9 PM	Tuesday	DCC	Pitch Contest and Celebration