



60+ Hour Entrepreneurial Training Program Schedule
Instructor - Jean Kristensen
Spring 2020
Mt. Vernon City Hall - 1 Roosevelt Square, Mount Vernon, NY 10550
All information contained herein is subject to change

| Session | Date | Time | Day | Subject Matter | Location |
|---------|---------|-----------------|----------|---|--|
| 1 | 3/10/20 | 6:00pm - 9:00pm | Tuesday | Class Overview - Entrepreneurship Fundamentals, Business Plan Overview | Mt. Vernon City Hall |
| 2 | 3/17/20 | 6:00pm - 9:00pm | Tuesday | Personal Financial Literacy | Mt. Vernon City Hall |
| 3 | 3/21/20 | 9:00am - 2:00pm | Saturday | Secrets of Success | The Forward Thinkers Facility 11 West Prospect Avenue Mount Vernon |
| 4 | 3/24/20 | 6:00pm - 9:00pm | Tuesday | Market Plan Overview/Market Research & Analysis | Mt. Vernon City Hall |
| 5 | 3/31/20 | 6:00pm - 9:00pm | Tuesday | Marketing Objectives, Strategies and Tactics & Working Session | Mt. Vernon City Hall |
| 6 | 4/7/20 | 6:00pm - 9:00pm | Tuesday | Product Positioning & Competition; SWOT Analysis | Mt. Vernon City Hall |
| 7 | 4/14/20 | 6:00pm - 9:00pm | Tuesday | Websites | Mt. Vernon City Hall |
| 8 | 4/21/20 | 6:00pm - 9:00pm | Tuesday | Social Media | Mt. Vernon City Hall |
| 9 | 4/28/20 | 6:00pm - 9:00pm | Tuesday | Pulling Marketing Draft Together | Mt. Vernon City Hall |
| | 5/3/20 | 5:00pm | Sunday | Marketing Plan Due | |
| 10 | 5/5/20 | 6:00pm - 9:00pm | Tuesday | Legal Aspects of Your Business/Insurance | Mt. Vernon City Hall |
| 11 | 5/12/20 | 6:00pm - 9:00pm | Tuesday | Financial Planning: Start-Up Costs & Breakeven Analysis | Mt. Vernon City Hall |
| 12 | 5/14/20 | 6:00pm - 9:00pm | Thursday | Financial Planning: Revenue & Expense Forecasting | Mt. Vernon City Hall |
| 13 | 5/19/20 | 6:00pm - 9:00pm | Tuesday | Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections | Mt. Vernon City Hall |
| 14 | 5/26/20 | 6:00pm - 9:00pm | Tuesday | Pulling the Plan Together & Case Study | Mt. Vernon City Hall |
| | 5/31/20 | 5:00pm | Sunday | Financial Templates Due | |
| 15 | 6/2/20 | 6:00pm - 9:00pm | Tuesday | Access to Capital/WEDC Grad Lessons Learned | Mt. Vernon City Hall |
| | 6/7/20 | 5:00pm | Sunday | Final Business Plan Due | |
| 16 | 6/9/20 | 6:00pm - 9:00pm | Tuesday | Business Presentation Skills and Rehearsal | Mt. Vernon City Hall |
| 17 | 6/16/20 | 6:00pm - 9:00pm | Tuesday | Four Minute Business Plan Presentation to Panel | Mt. Vernon City Hall |
| 18 | 6/23/20 | 6:00pm - 9:00pm | Tuesday | Graduation | Mt. Vernon City Hall |