



60+ Hour Entrepreneurial Training Program Schedule
Instructor - Helen Cuevas
Fall 2019
901 N. Broadway, Suite 23, White Plains
All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Location
1	9/12/19	6:00pm - 9:00pm	Thursday	Class Overview - Entrepreneurship Fundamentals, Business Plan Overview	901 N. Broadway, Suite 23, White Plains
2	9/19/19	6:00pm - 9:00pm	Thursday	Personal Financial Literacy	901 N. Broadway, Suite 23, White Plains
3	9/21/19	9:00am - 2:00pm	Saturday	Secrets of Success	901 N. Broadway, Suite 23, White Plains
4	9/26/19	6:00pm - 9:00pm	Thursday	Market Plan Overview/Market Research & Analysis	901 N. Broadway, Suite 23, White Plains
5	10/3/19	6:00pm - 9:00pm	Thursday	Marketing Objectives, Strategies and Tactics & Working Session	901 N. Broadway, Suite 23, White Plains
6	10/10/19	6:00pm - 9:00pm	Thursday	Product Positioning & Competition; SWOT Analysis	901 N. Broadway, Suite 23, White Plains
7	10/17/19	6:00pm - 9:00pm	Thursday	Review of Basic Accounting Principles	901 N. Broadway, Suite 23, White Plains
8	10/24/19	6:00pm - 9:00pm	Thursday	Website	901 N. Broadway, Suite 23, White Plains
	10/28/19	5:00pm	Monday	Marketing Plan Due to Helen Cuevas (helen_cuevas@msn.com)	
9	10/30/19	6:00pm - 9:00pm	Wednesday	Social Media I	901 N. Broadway, Suite 23, White Plains
10	11/7/19	6:00pm - 9:00pm	Thursday	Social Media II and Email Marketing	901 N. Broadway, Suite 23, White Plains
11	11/14/19	6:00pm - 9:00pm	Thursday	Financial Planning: Start-Up Costs & Breakeven Analysis	901 N. Broadway, Suite 23, White Plains
12	11/21/19	6:00pm - 9:00pm	Thursday	Financial Planning: Revenue & Expense Forecasting	901 N. Broadway, Suite 23, White Plains
13	12/5/19	6:00pm - 9:00pm	Thursday	Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow Projections	901 N. Broadway, Suite 23, White Plains
14	12/12/19	6:00pm - 9:00pm	Thursday	Review of Financial Templates & Case Study	901 N. Broadway, Suite 23, White Plains
	12/16/19	5:00pm	Monday	Financial Templates Due to Helen Cuevas (helen_cuevas@msn.com)	
15	12/19/19	6:00pm - 9:00pm	Thursday	Legal Aspects of Your Business/Insurance	901 N. Broadway, Suite 23, White Plains
16	1/2/20	6:00pm - 9:00pm	Thursday	Management and Sustainability	901 N. Broadway, Suite 23, White Plains
17	1/9/20	6:00pm - 9:00pm	Thursday	Access to Capital/ Pulling the Plan Together/WEDC Grad Lessons Learned	901 N. Broadway, Suite 23, White Plains
	1/13/20	5:00pm	Monday	Final Business Plan Due to Helen Cuevas & Persephone Zill	
18	1/16/20	6:00pm - 9:00pm	Thursday	Business Presentation Skills and Closing the Sale	901 N. Broadway, Suite 23, White Plains
19	1/23/20	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation Rehearsal	901 N. Broadway, Suite 23, White Plains
20	1/30/20	6:00pm - 9:00pm	Thursday	Four Minute Business Plan Presentation to Panel	901 N. Broadway, Suite 23, White Plains
21	2/6/20	6:30-8:30pm	Thursday	Graduation	TBD