



60+ Hour Entrepreneurial Training Program Schedule
Instructor - Helen Cuevas

Fall 2021 (as of 9.13.21)
Westchester - Remote over Zoom

All information contained herein is subject to change

Session	Date	Time	Day	Subject Matter	Instructor
1	09.14.2021	6:00pm - 9:00pm	Tuesday	Class Overview, Entrepreneurship, Business Plan Overview & Time Management	Helen Cuevas & Persephone Zill
2	09.18.2021	9:00am-2:00pm	Saturday	Secrets of Success	Kelsa DeBrabant
3	09.21.2021	6:00pm - 9:00pm	Tuesday	Personal Financial Literacy	Cori-Ann Roublick
4	09.28.2021	6:00pm - 9:00pm	Tuesday	Marketing Plan Overview & Customer Discovery	Persephone Zill
5	10.05.2021	6:00pm - 9:00pm	Tuesday	Market Research & Analysis	Helen Cuevas
6	10.12.2021	6:00pm - 9:00pm	Tuesday	Marketing Objectives, Strategies, Tactics & Branding	Helen Cuevas & Christopher Pagli
7	10.19.2021	6:00pm - 9:00pm	Tuesday	Product Positioning & Competition: SWOT Analysis	Helen Cuevas
8	10.26.2021	6:00pm - 9:00pm	Tuesday	Website Fundamentals	Kathy Argyros
9	11.02.2021	6:00pm - 9:00pm	Tuesday	Social Media Basics	Christine Gritmon
	11.08.2021	5:00pm	Monday	Marketing Plan Due	
10	11.09.2021	6:00pm - 9:00pm	Tuesday	Business Communication Skills & Sales Techniques	Kathy Meany
11	11.16.2021	6:00pm - 9:00pm	Tuesday	Financial 1	Jessica Imperiale
12	11.23.2021	6:00pm - 9:00pm	Tuesday	Financial 2	Jessica Imperiale
13	11.30.2021	6:00pm - 9:00pm	Tuesday	Financial 3 & Review	Jessica Imperiale & Helen Cuevas
	12.06.2021	5:00pm	Monday	Financial Templates Due	
14	12.07.2021	6:00pm - 9:00pm	Tuesday	Legal Aspects of Your Business & Business Insurance	Helen Cuevas, Jeff Davis & Julia Moore
15	12.14.2021	6:00pm - 9:00pm	Tuesday	Management, Sustainability & Pulling The Plan Together	Helen Cuevas
16	12.21.2021	6:00pm - 9:00pm	Tuesday	Access to Capital & Lessons Learned by WEDC Graduates	Helen Cuevas, Tamara Underwood & WEDC Grad
	12.28.2021			No Class	
	12.30.2021	5:00pm	Thursday	Final Business Plan Due	
17	01.04.2022	6:00pm - 9:00pm	Tuesday	How To Make a Compelling Business Plan Presentation	Helen Cuevas & WEDC Graduates
18	01.11.2022	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation Rehearsal	Helen Cuevas
19	01.18.2022	6:00pm - 9:00pm	Tuesday	Four Minute Business Plan Presentation to Panel	Helen Cuevas, Persephone Zill & Panelists
20	01.25.2022	6:30-8:30pm	Tuesday	Graduation	