

60+ Hour Entrepreneurial Training Program Schedule
Instructor - Helen Cuevas

Spring 2021

Westchester - Remote over Zoom

All information contained herein is subject to change

| Date | Time | Day | Subject Matter | Instructor |
|------------------|----------------------|-----------------|---|---|
| 2/16/2021 | 6:00pm - 9:00pm | Tuesday | Class Overview - Entrepreneurship Fundamentals, Business Plan Overview | Helen Cuevas & Persephone Zill |
| 2/23/2021 | 6:00pm - 9:00pm | Tuesday | Personal Financial Literacy | Cori-Ann Roublick |
| 2/27/2021 | 9:00am-2:00pm | Saturday | Secrets of Success | Enid Weishaus |
| 3/2/2021 | 6:00pm - 9:00pm | Tuesday | Market Plan Overview/Market Research & Analysis | Helen Cuevas |
| 3/9/2021 | 6:00pm - 9:00pm | Tuesday | Marketing Objectives, Strategies and Tactics & Working Session | Helen Cuevas & Guest Instructor |
| 3/16/2021 | 6:00pm - 9:00pm | Tuesday | Product Positioning & Competition: SWOT Analysis | Helen Cuevas |
| 3/23/2021 | 6:00pm - 9:00pm | Tuesday | Social Media Basics | Christine Gritmon |
| 3/30/2021 | 6:00pm - 9:00pm | Tuesday | Website Fundamentals | Kathy Argyros |
| 4/5/2021 | 5:00pm | Monday | Marketing Plan Due to Helen Cuevas (helen_cuevas@msn.com) | |
| 4/6/2021 | 6:00pm - 9:00pm | Tuesday | Overview of Basic Accounting Principles | Helen Cuevas |
| 4/13/2021 | 6:00pm - 9:00pm | Tuesday | Financial Planning: Start-Up Costs & Breakeven Analysis | Lynn Karam |
| 4/20/2021 | 6:00pm - 9:00pm | Tuesday | Financial Planning: Revenue & Expense Forecasting | Lynn Karam |
| 4/27/2021 | 6:00pm - 9:00pm | Tuesday | Financial Planning: Building the Profit & Loss, Balance Sheet and Cash Flow | Lynn Karam |
| 5/4/2021 | 6:00pm - 9:00pm | Tuesday | Review of Financial Templates and Q&A Session | Lynn Karam & Helen Cuevas |
| 5/10/2021 | 5:00pm | Monday | Financial Templates Due to Lynn Karam (l.karam@lekmanagementinc.com) | |
| 5/11/2021 | 6:00pm - 9:00pm | Tuesday | Legal Aspects of Your Business & Business Insurance | Helen Cuevas, Michael Wieser & Julia Moore |
| 5/18/2021 | 6:00pm - 9:00pm | Tuesday | Time Management and Sustainability | Helen Cuevas |
| 5/25/2021 | 6:00pm - 9:00pm | Tuesday | Access to Capital/ Pulling the Plan Together/WEDC Grad Lessons Learned | Helen Cuevas, Tamara Underwood/Pursuit & Grad |
| 5/27/2021 | 5:00pm | Thursday | Final Business Plan Due to Helen Cuevas (helen_cuevas@msn.com) & Persephone Zill (pazill@wedcbiz.org) | |
| 6/1/2021 | 6:00pm - 9:00pm | Tuesday | Business Presentation Skills and Sales Techniques | Kathy Meany |
| 6/8/2021 | 6:00pm - 9:00pm | Tuesday | Four Minute Business Plan Presentation Rehearsal | Helen Cuevas |
| 6/15/2021 | 6:00pm - 9:00pm | Tuesday | Four Minute Business Plan Presentation to Panel | Helen Cuevas, Persephone Zill & Panelists (TBD) |
| 6/22/2021 | 6:30-8:30pm | Tuesday | Graduation | Helen Cuevas & Speaker (TBD) |