

Entrepreneur Growth Lab Westchester Student Schedule Spring 2025

HYBRID SCHEDULE CURRENT As of 12/2/2024: All information contained herein is subject to change

Dr	Date	Day/Time	Subject Matter	Format
1	2/4/25	Tues 6-9pm	Introductions, Rules of Engagement, Intro to Google Classroom, Your Why + Business Model Canvas 1st Draft Working Session	In-Person
2	2/8/25	Sat 10:00am - 4:00pm	Secrets of Success (10:00-12:00 & 12:30-1:30)	In-Person
3	2/11/25	Tues 6-9pm	Business Model Canvas, Customer Discovery, Buyer's Persona, Elements of Marketing	In-Person
4	2/18/25	Tues 6-9pm	Branding and Positioning	In-Person
5	2/25/25	Tues 6-9pm	Website and Social Media	In-Person
6	3/4/25	Tues 6-9pm	SWOT Analysis & Deep Dive on Left Side of BMC + Practice	In-Person
7	3/11/25	Tues 6-9pm	Sales	In-Person
8	3/18/25	Tues 6-9pm	Check-In with Main Trainer on Left Side BMC + Legal + Insurance & Risk Management	Virtual
9	3/25/25	Tues 6-9pm	Intro of Financial Dashboard Template + Breaking Even, Pricing, Setting Goals	In-Person
10	4/1/25	Tues 6-9pm	Recordkeeping & Accounting Overview + Working Session on Break Even & Pricing	In-Person
11	4/8/25	Tues 6-9pm	Financial Dashboard Components & Working Session (2 hrs) + Finding Money/Working w/ a Banker (1 Hr)	In-Person
12	4/15/25	Tues 6-9pm	Working Session: Review & Help with Final Edits for ALL Deliverables & Pitch	In-Person
13	4/22/25	Tues 6-9pm	Pitch Practice	In-Person
14	4/29/25	Tues 6-9pm	Pitch Contest	In-Person
15	5/6/25	Tues 6-9pm	Graduation	In-Person