



Entrepreneur Growth Lab Westchester Student Hybrid Schedule Fall 2023

SCHEDULE CURRENT As Of 7/25/2023: All information contained herein is subject to change

Class	Date	Day/Time	Subject Matter	Format
1	9/26/23	Tues 6-9pm	Introductions, Rules of Engagement, Intro to Google Classroom, Your Why + Business Model Canvas 1st Draft Working Session	In-Person
2	9/30/23	Sat 10.30am - 3:30pm	Secrets of Success (10:30-12:00 & 12:30-1:30) + Personal Fin Literacy (1:30 - 3:30) Include HowTo Be An Entrepreneur in "Secrets of Success"	In-Person
3	10/3/23	Tues 6-9pm	Customer Discovery and Buyer's Persona + Customer Discovery Questions & Practice Working Session	In-Person
4	10/10/23	Tues 6-9pm	Moving towards a Minimal Viable Product or Service, Market Analysis + Building Out the BMC Working Session	In-Person
5	10/17/23	Tues 6-9pm	Branding & Positioning & Go to Market Strategy + Building Out the BMC Working Session	In-Person
6	10/24/23	Tues 6-9pm	Website and Social Media	Virtual
7	11/1/23	Weds 6-9pm	Communications, Sales Funnel + Getting Ready to Pitch + Practice	In-Person
8	11/7/23	Tues 6-9pm	SWOT Analysis & Deep Dive on Left Side of BMC + Practice	In-Person
9	11/14/23	Tues 6-9pm	Check-In with Main Trainer on Left Side BMC + Legal + Insurance & Risk Management	Virtual
10	11/21/23	Tues 6-9pm	Executive Summary, Pitch Deck + Working Session of Same Topics	In-Person
11	11/28/23	Tues 6-9pm	Intro of Financial Dashboard Template + Breaking Even, Pricing, Setting Goals	In-Person
12	12/5/23	Tues 6-9pm	Recordkeeping & Accounting overview + Working Session on Break Even & Pricing	In-Person
13	12/12/23	Tues 6-9pm	Financial Dashboard Components & Working Session (2 hrs) + Finding Money/Working with a Banker (1 Hr)	In-Person
14	12/19/23	Tues 6-9pm	Working Session: Review & Help with Final Edits for ALL Deliverables & Pitch	In-Person
15	1/2/24	Tues 6-9pm	Pitch Practice	In-Person
16	1/9/24	Tues 6-9pm	Pitch Contest	In-Person
17	1/16/24	Tues 6-9pm	Graduation	In-Person