



WESTCHESTER ENTREPRENEUR GROWTH LAB - SPRING 2024

SCHEDULE CURRENT As of 1/3/2024: All information contained herein is subject to change			
Date	Day/Time	Subject Matter	Format
2/27/24	Tues 6-9pm	Introductions, Rules of Engagement, Intro to Google Classroom, Your Why + Business Model Canvas 1st Draft Working Session	In-Person
3/2/24	Sat 10.30am - 3:30pm	Secrets of Success (10:00-12:00 & 12:30-1:30) + Personal Fin Literacy (1:30 - 4:00)	In-Person
3/5/24	Tues 6-9pm	Customer Discovery and Buyer's Persona + Market Analysis, Customer Discovery Questions, Practice Working Session	In-Person
3/12/24	Tues 6-9pm	Marketing + Branding+Building Out the BMC Working Session	In-Person
3/19/24	Tues 6-9pm	Website and Social Media	In-Person
3/26/24	Tues 6-9pm	Communications, Sales Funnel + Getting Ready to Pitch + Practice	In-Person
4/2/24	Tues 6-9pm	SWOT Analysis & Deep Dive on Left Side of BMC + Practice	In-Person
4/9/24	Tues 6-9pm	Check-In with Main Trainer on Left Side BMC + Legal + Insurance & Risk Management	Virtual
4/16/24	Tues 6-9pm	Intro of Financial Dashboard Template + Breaking Even, Pricing, Setting Goals	In-Person
4/23/24	Tues 6-9pm	Recordkeeping & Accounting overview + Working Session on Break Even & Pricing	In-Person
4/30/24	Tues 6-9pm	Financial Dashboard Components & Working Session (2 hrs) + Finding Money/Working with a Banker (1 Hr)	In-Person
5/7/24	Tues 6-9pm	Working Session: Review & Help with Final Edits for ALL Deliverables & Pitch	In-Person
5/14/24	Tues 6-9pm	Pitch Practice	In-Person
5/21/24	Tues 6-9pm	Pitch Contest	In-Person
5/28/24	Tues 6-9pm	Graduation	In-Person