

Entrepreneur Growth Lab Westchester Student Schedule Fall 2024

HYBRID SCHEDULE CURRENT As of 6/20/2024: All information contained herein is subject to change

Dr	Date	Day/Time	Subject Matter	Format
1	9/10/24	Tues 6-9pm	Introductions, Rules of Engagement, Intro to Google Classroom, Your Why + Business Model Canvas 1st Draft Working Session	In-Person
2	9/14/24	Sat 10:00am - 4:00pm	Secrets of Success (10:00-12:00 & 12:30-1:30) + Personal Fin Literacy (1:30 - 4:00)	In-Person
3	9/17/24	Tues 6-9pm	Business Model Canvas, Customer Discovery, Buyer's Persona, Elements of Marketing	In-Person
4	9/24/24	Tues 6-9pm	Branding and Positioning	In-Person
5	10/1/24	Tues 6-9pm	Website and Social Media	In-Person
6	10/8/24	Tues 6-9pm	SWOT Analysis & Deep Dive on Left Side of BMC + Practice	In-Person
7	10/15/24	Tues 6-9pm	Sales	In-Person
8	10/22/24	Tues 6-9pm	Check-In with Main Trainer on Left Side BMC + Legal + Insurance & Risk Management	Virtual
9	10/29/24	Tues 6-9pm	Intro of Financial Dashboard Template + Breaking Even, Pricing, Setting Goals	In-Person
10	11/5/24	Tues 6-9pm	Recordkeeping & Accounting Overview + Working Session on Break Even & Pricing	In-Person
11	11/12/24	Tues 6-9pm	Financial Dashboard Components & Working Session (2 hrs) + Finding Money/Working w/ a Banker (1 Hr)	In-Person
12	11/19/24	Tues 6-9pm	Working Session: Review & Help with Final Edits for ALL Deliverables & Pitch	In-Person
13	11/25/24	Monday 6-9pm	Pitch Practice	In-Person
14	12/3/24	Tues 6-9pm	Pitch Contest	In-Person
15	12/10/24	Tues 6-9pm	Graduation	In-Person