



ENTREPRENEURSHIP ASSISTANCE CENTER PROGRAM

63RD GROUP

October 4 – December 13, 2021

DAYS Monday & Wednesday Evenings
TIME 6:00 p.m. – 9:00 p.m.
PLACE Virtual via Zoom

	SEPTEMBER 22	1:00-2:00	<i>Start and Expand Your Business – Free Webinar</i>
1.	October 4	6:00-9:00	Business Model Canvas – Mitch Tobol
2.	October 6	6:00-6:30 6:30-9:00	Customer Discovery Presentation – Sharon Goldsmith Products/Services/Market Analysis - Mitch Tobol
3.	October 11	Assignment 1 Due 6:00-7:00 7:15-9:00	Customer Discovery Report Customer Profile/SWOT/Competitive Analysis Mitch Tobol
4.	October 13	6:00-9:00	Industry Patterns/Trends Mitch Tobol
5.	October 18	6:00-9:00	Branding/Positioning Mitch Tobol
6.	October 20	6:00-7:00 7:15-9:00	Executive Summary/Pitch Presentation Format Overview Website/Social Media Mitch Tobol
7.	October 25	Assignment 2 Due 6:00-7:00 7:15-9:00	Customer Discovery Report Media Strategies Mitch Tobol
8.	October 27 Wednesday	8:30-10:00 A.M.	Digital Marketing Seminar Mitch Tobol
9.	October 27	6:00-9:00	Recordkeeping Deborah Miraglia
10.	November 1	6:00-7:00 7:15-9:00	Banking/Loans/Credit Gary Raisig, Capital One Bank Insurance/Risk Management Toni-Ann Kobel
	November 2	5:30-7:30	Excel Part 1 (Optional) - Elizabeth Lorentzen

11. November 3 **Assignment 3 Due**
6:00-7:00 **Customer Discovery Report**
7:15-9:00 **Management/Personnel/Green Opportunities**
Mitch Tobol
- November 4 **5:30-7:30 Excel Part 2 (Optional) - Elizabeth Lorentzen**
12. November 8 **6:00-9:00 Forms of Ownership/Taxes**
Jack Sullivan
- November 9 **5:30-8:30 PowerPoint (Optional) - Elizabeth Lorentzen**
13. November 10 **6:00-9:00 Sales**
Mitch Tobol
14. November 15 **Assignment 4 Due**
6:00-7:00 **Customer Discovery Report/Questions on Pitch Presentation**
7:15-9:00 **Pricing/Break Even Analysis/Operating Budget**
Mitch Tobol
15. November 17 **6:00-9:00 Recordkeeping**
Deborah Miraglia
16. November 22 **6:00-9:00 Financial Statements**
Deborah Miraglia
17. November 29 **6:00-9:00 Financial Statements/Action Plan**
Deborah Miraglia
18. December 1 **6:00-9:00 Assignment 5 Due**
Financial Statements/Action Plan
Deborah Miraglia
19. December 6 **6:00-9:00 Assignment 6 Due**
Final Draft - Business Model Canvas
Discussion, Pitch Presentation - Practice
Mitch Tobol
- NO CLASS ON DECEMBER 8, 2021**
20. December 13 **6:00-9:00 Pitch Presentations (Virtual)**
Deborah Miraglia, Mitch Tobol

FINAL, Executive Summary WITH FINANCIALS, and Pitch Presentation Due FRIDAY, DECEMBER 10, 2021 by 10 am.