



ENTREPRENEURSHIP ASSISTANCE CENTER
64TH GROUP
MARCH 14 – MAY 16, 2022

DAYS Monday & Wednesday Evenings
TIME 6:00 p.m. – 9:00 p.m.
PLACE **Virtual via Zoom/In-Person as noted**

<i>MARCH 2</i>	<i>1:00-2:00</i>	<i>Start and Expand Your Business – Free Webinar</i>
1. MARCH 14	6:00-9:00	Business Model Canvas – Mitch Tobol
2. MARCH 16	6:00-6:30 6:30-9:00	Customer Discovery Presentation – Sharon Goldsmith Products/Services/Market Analysis - Mitch Tobol
3. MARCH 21	Assignment 1 Due 6:00-7:00 7:15-9:00	Customer Discovery Report Customer Profile/SWOT/Competitive Analysis Mitch Tobol
4. MARCH 23	6:00-9:00	Industry Patterns/Trends Mitch Tobol
5. MARCH 28	6:00-9:00	Branding/Positioning Mitch Tobol
6. MARCH 30	6:00-7:00 7:15-9:00	Executive Summary/Pitch Presentation Format Overview Website/Social Media Mitch Tobol
7. APRIL 4	Assignment 2 Due 6:00-7:00 7:15-9:00	Customer Discovery Report Media Strategies Mitch Tobol
8. APRIL 6	6:00-9:00	Recordkeeping Deborah Miraglia
9. APRIL 11	6:00-7:00 7:15-9:00	Banking/Loans/Credit Gary Raisig, Capital One Bank Insurance/Risk Management Toni-Ann Kobel
10. APRIL 13 Wednesday	8:00-10:00 A.M.	Digital Marketing Seminar Mitch Tobol

11. APRIL 13		Assignment 3 Due
	6:00-7:00	Customer Discovery Report
	7:15-9:00	Management/Personnel/Green Opportunities Mitch Tobol
12. APRIL 18	6:00-9:00	Forms of Ownership/Taxes Jack Sullivan
13. APRIL 20	6:00-9:00	Sales Mitch Tobol
14. APRIL 25		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. APRIL 27	6:00-9:00	Recordkeeping – IN-PERSON (CLASSROOM TBA) Deborah Miraglia
16. MAY 2	6:00-9:00	Financial Statements - IN-PERSON (CLASSROOM TBA) Deborah Miraglia
17. MAY 4	6:00-9:00	Financial Statements - IN-PERSON (CLASSROOM TBA) Deborah Miraglia
18. MAY 9	6:00-9:00	Assignment 5 Due Financial Statements - IN-PERSON (CLASSROOM TBA) Deborah Miraglia
19. MAY 11	6:00-9:00	Assignment 6 Due Final Draft – BMC IN-PERSON (CLASSROOM TBA) Pitch Presentation Practice Mitch Tobol
20. MAY 16	6:00-9:00	Pitch Presentation IN-PERSON (ideaHUB) Deborah Miraglia, Mitch Tobol

**FINAL Executive Summary WITH FINANCIALS and Pitch Presentation
DUE FRIDAY, MAY 13, 2022 by 10 am.**