



**ENTREPRENEURSHIP ASSISTANCE CENTER: 65<sup>TH</sup> GROUP**  
**OCTOBER 3 – DECEMBER 12, 2022**

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

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*September 21 1:00-2:00 Start and Expand Your Business – Free Webinar*

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| 1. OCTOBER 3      | 6:00-6:30<br>6:30 – 9:00                          | <b>Introductions</b><br><b>Overview of Business Model Canvas/Lean Launchpad/Customer Discovery Process</b><br>Mitch Tobol   |
| 2. OCTOBER 5      | 6:00-6:30<br>6:30-9:00                            | <b>Customer Discovery Presentation</b> – Sharon Goldsmith<br><b>Deep Dive on Right Side of Canvas</b>   |
| 3. OCTOBER 10     | <b>Assignment 1 Due</b><br>6:00-6:30<br>6:30-9:00 | <b>Customer Discovery Report #1</b><br><b>Buyer Persona</b><br>Mitch Tobol  |
| 4. OCTOBER 12     | 6:00-6:30<br>6:30-9:00                            | <b>BMC Check-In #1 (RIGHT SIDE)</b><br><b>Products/Services/Market Analysis</b><br>Mitch Tobol  |
| 5. OCTOBER 17     | 6:00-7:30<br>7:30-9:00                            | <b>Executive Summary Overview</b><br><b>Moving Towards a Minimal Viable Product or Service:</b><br><b>Customer Profile/SWOT/Competitive Analysis</b><br>Mitch Tobol |
| 6. OCTOBER 19     | 6:00-7:00<br>7:00-9:00                            | <b>Pitch Presentation Format Overview</b><br><b>Branding &amp; Positioning</b><br>Mitch Tobol   |
| 7. OCTOBER 24     | <b>Assignment 2 Due</b><br>6:00-6:30<br>6:30-9:00 | <b>Customer Discovery Report #2</b><br><b>Go to Market Strategy/Product Fit Market</b><br>Mitch Tobol   |
| 8. OCTOBER 26     | 6:00-7:00<br>7:00-9:00                            | <b>Executive Summary Review/Check-In #1</b><br><b>Social Media Marketing/Websites</b><br>Mitch Tobol  |
| 9. OCTOBER 31     | 6:00-9:00   | <b>Recordkeeping Part 1</b><br>Deborah Miraglia   |
| <b>NOVEMBER 2</b> | <b>8:00-9:30</b><br><b>Wednesday A.M.</b>         | <b>Digital Marketing Seminar</b><br>Mitch Tobol   |

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| 10. NOVEMBER 2                                    | 6:00 -6:30<br>6:30 -9:00                                       | <b>Pitch Presentation Check-In</b><br><b>Deep Dive on Left Side of Canvas</b><br>Mitch Tobol   |
| 11. NOVEMBER 7                                    | <b>Assignment 3 Due</b><br>6:00-6:30<br>6:30-9:00              | <b>Customer Discovery Report #3</b><br><b>Human Resource Management/Personnel</b><br>Mitch Tobol   |
| 12. NOVEMBER 9                                    | 6:00-7:00<br>7:15-9:00   | <b>Finding Money: Banking/Loans/Credit</b><br>Instructor TBD<br><b>Insurance/Risk Management</b><br>Toni-Ann Kobel                                       |
| 13. NOVEMBER 14                                   | 6:00-9:00  | <b>Forms of Ownership/Taxes</b><br>Jack Sullivan   |
| 14. NOVEMBER 16                                   | 6:00-6:30<br>6:30-9:00   | <b>BMC Check-In #2 (LEFT SIDE)</b><br><b>Sales and Getting Ready to Pitch</b><br>Mitch Tobol   |
| 15. NOVEMBER 21                                   | <b>Assignment 4 Due</b><br>6:00-6:30<br>6:30-7:30<br>7:00-9:00 | <b>Customer Discovery Report #4</b><br><b>Executive Summary Review/Check-In #2</b><br><b>Pricing/Break Even Analysis/Operating Budget</b><br>Mitch Tobol |
| <b>NOVEMBER 23 NO CLASS - THANKSGIVING RECESS</b> |  |  |
| 16. NOVEMBER 28                                   | 6:00-9:00  | <b>Recordkeeping Part II</b><br>Deborah Miraglia   |
| 17. NOVEMBER 30                                   | <b>Assignment 5 Due</b><br>6:00-9:00                           | <b>Financial Statements - IN-PERSON (Computer Lab TBD)</b><br>Deborah Miraglia   |
| 18. DECEMBER 5                                    | 6:00-9:00  | <b>Financial Statements - IN-PERSON (Computer Lab TBD)</b><br>Deborah Miraglia   |
| 19. DECEMBER 7                                    | 6:00-7:00<br>7:00-9:00   | <b>Final BMC and Executive Summary Review/Check-In #3</b><br><b>Pitch Presentation - Practice</b><br>Mitch Tobol   |
| 20. DECEMBER 12 <sup>th</sup> :                   | 6 pm -   | <b>Pitch Presentation IN-PERSON (ideaHUb)</b>  |

***FINAL Executive Summary WITH FINANCIALS, Pitch Presentation and BMC  
DUE Friday, December 9<sup>th</sup> by 10 am.***