



**ENTREPRENEURSHIP ASSISTANCE CENTER: 67<sup>TH</sup> GROUP**  
**OCTOBER 4 – DECEMBER 13, 2023**

**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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	<i>September 20 (W)</i>	<i>1:00-2:00</i>	<i>Start and Expand Your Business – Free Webinar</i>
1. OCTOBER 4 (W)	6:00-6:30 6:30 – 9:00	Introductions Overview of Business Model Canvas/Lean Launchpad/Customer Discovery Process – Mitch Tobol	
2. OCTOBER 9 (M)	6:00-6:30 6:30-9:00	<b>Customer Discovery Presentation</b> – Kenia Nunez Deep Dive on Right Side of Canvas -Mitch Tobol	
3. OCTOBER 11 (W)	<b>Assignment 1 Due</b> 6:00-6:30 6:30-9:00	<b>Customer Discovery Report #1</b> Buyer Persona – Mitch Tobol	
4. OCTOBER 16 (M)	6:00-6:30 6:30-9:00	<b>BMC Check-In #1 (RIGHT SIDE)</b> Products/Services/Market Analysis – Mitch Tobol	
5. OCTOBER 18 (W)	6:00-7:30 7:30-9:00	<b>Executive Summary Overview</b> Moving Towards a Minimal Viable Product or Service: Customer Profile/SWOT/Competitive Analysis Mitch Tobol	
6. OCTOBER 23 (M)	6:00-7:00 7:00-9:00	<b>Pitch Presentation Format Overview</b> Branding & Positioning – Mitch Tobol	
7. OCTOBER 25 (W)	<b>Assignment 2 Due</b> 6:00-6:30 6:30-9:00	<b>Customer Discovery Report #2</b> Go to Market Strategy/Product Fit Market – Mitch Tobol	
8. OCTOBER 30 (M)	6:00-7:00 7:00-9:00	<b>Executive Summary Review/Check-In #1</b> Social Media Marketing/Websites – Mitch Tobol	
9. NOVEMBER 1 (W)	6:00-9:00	Recordkeeping Part I – Deborah Miraglia	
10. NOVEMBER 6 (M)	6:00 -6:30 6:30 -9:00	<b>Pitch Presentation Check-In</b> Deep Dive on Left Side of Canvas – Mitch Tobol	
11. NOVEMBER 8 (W)	<b>Assignment 3 Due</b> 6:00-6:30 6:30-9:00	<b>Customer Discovery Report #3</b> Human Resource Management/Personnel – Mitch Tobol	

- NOVEMBER 8 (W) 8:00-9:30 Digital Marketing Seminar – Mitch Tobol  
**Wednesday A.M.**
12. NOVEMBER 13 (M) 6:00-7:00 Finding Money: Banking/Loans/Credit  
 TBD  
 7:15-9:00 Insurance/Risk Management – Toni-Ann Kobel
13. NOVEMBER 15 (W) 6:00-9:00 Forms of Ownership/Taxes – TBD
14. NOVEMBER 20 (M) 6:00-6:30 **BMC Check-In #2 (LEFT SIDE)**  
 6:30-9:00 Sales and Getting Ready to Pitch – Mitch Tobol
- NOVEMBER 22 (W) **NO CLASS - THANKSGIVING RECESS**
15. NOVEMBER 27 (M) **Assignment 4 Due**  
 6:00-6:30 **Customer Discovery Report #4**  
 6:30-7:30 **Executive Summary Review/Check-In #2**  
 7:00-9:00 Pricing/Break Even Analysis/Operating Budget – Mitch Tobol
16. NOVEMBER 29 (W) 6:00-9:00 Recordkeeping Part II - **IN-PERSON**  
 Deborah Miraglia
17. DECEMBER 4 (M) 6:00-9:00 Financial Statements - **IN-PERSON**  
 Deborah Miraglia
18. DECEMBER 6 (W) 6:00-9:00 Pitch Prep/Go-to-Market - **IN-PERSON**  
 Mitch Tobol/Deborah Miraglia
19. DECEMBER 11 (M) **Assignment 5 Due**  
 6:00-7:00 **Final BMC and Executive Summary Review/Check-In #3**  
 7:00-9:00 Pitch Presentation Practice – Final Run Through – Mitch Tobol
20. DECEMBER 13<sup>th</sup> (W): 6 pm - Pitch Presentation **IN-PERSON**

***FINAL Executive Summary WITH FINANCIALS, Pitch Presentation and BMC  
 DUE Friday, December 8<sup>th</sup> by 10 am.***