



**ENTREPRENEURSHIP ASSISTANCE CENTER: 68<sup>TH</sup> GROUP**  
**MARCH 6 – MAY 13, 2024**

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

<i>February 15 (Th)</i>	<i>1:00-2:00</i>	<i>Start and Expand Your Business – Free Webinar</i>
1. MARCH 6 (W)	6:00-6:30 6:30-9:00	Introductions Overview of Business Model Canvas/Lean Launchpad/Customer Discovery Process – Mitch Tobol
2. MARCH 11 (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. MARCH 13(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. MARCH 18 (M)	6:00-6:30 6:30-9:00	<b>BMC Check-In #1 (RIGHT SIDE)</b> Products/Services/Market Analysis – Mitch Tobol
5. MARCH 20 (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. MARCH 25 (M)	6:00-7:00 7:00-9:00	<b>Pitch Presentation Format Overview</b> Branding & Positioning – Mitch Tobol
7. MARCH 27 (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. APRIL 1 (M)	6:00-7:00 7:00-9:00	<b>Executive Summary Review/Check-In #1</b> Social Media Marketing/Websites – Mitch Tobol
9. APRIL 3 (W)	6:00-9:00	Recordkeeping Part I – Deborah Miraglia
10. APRIL 8 (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. APRIL 10 (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
APRIL 10 (W)	8:00-9:30	Digital Marketing Webinar – Mitch Tobol <b>Wednesday A.M.</b>

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| 12. APRIL 15 (M)                            | 6:00-7:00 | Finding Money: Banking/Loans/Credit<br>TBD                                 |
|   | 7:15-9:00 | Insurance/Risk Management – Toni-Ann Kobel                                 |
| 13. APRIL 17 (W)                            | 6:00-9:00 | Forms of Ownership/Taxes – TBD   |
| 14. APRIL 22 (M)                            | 6:00-6:30 | <b>BMC Check-In #2 (LEFT SIDE)</b>   |
|   | 6:30-9:00 | Sales and Getting Ready to Pitch – Mitch Tobol                             |
| 15. APRIL 24 (W)                            |           | <b>Assignment 4 Due</b>  |
|   | 6:00-6:30 | <b>Customer Discovery Report #4</b>  |
|   | 6:30-7:30 | <b>Executive Summary Review/Check-In #2</b>                                |
|   | 7:00-9:00 | Pricing/Break Even Analysis/Operating Budget – Mitch Tobol                 |
| 16. APRIL 29 (W)                            | 6:00-9:00 | Recordkeeping Part II – <b>IN-PERSON</b><br>Deborah Miraglia               |
| 17. MAY 1 (W)                               | 6:00-9:00 | Financial Statements – <b>IN-PERSON</b><br>Deborah Miraglia                |
| 18. MAY 6 (M)                               | 6:00-9:00 | Pitch Prep/Go-to-Market – <b>IN-PERSON</b><br>Mitch Tobol/Deborah Miraglia |
| 19. MAY 8 (W)                               |           | <b>Assignment 5 Due</b>  |
|   | 6:00-7:00 | <b>Final BMC and Executive Summary Review/Check-In #3</b>                  |
|   | 7:00-9:00 | Pitch Presentation Practice – Final Run Through – Mitch Tobol              |
| 20. MAY 13th (M): 6 pm - Pitch Presentation |           | <b>IN-PERSON</b>   |

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