



**ENTREPRENEURSHIP ASSISTANCE CENTER: 70<sup>TH</sup> GROUP**  
**MARCH 17 – May 21, 2025**

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

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**February 26 (W)      1:00-2:00      *Start and Expand Your Business – Free Webinar***

**March 12, 2025 (W)**      **Calling All Entrepreneurs and Small Business Owner: Make Your Business Dreams Happen – Free Webinar**  
11:00am to 12:00pm  
6:00pm to 7:00pm

**1. MARCH 17 (M)**      6:00-6:30      **Introductions**  
6:30-9:00      **Overview of Business Model Canvas/Lean Launchpad/Customer Discovery Process – Mitch Tobol**

**2. WEDNESDAY 19 (W)**      6:00-6:30      **Customer Discovery Presentation – Joy Williams**  
6:30-9:00      **Deep Dive on Right Side of Canvas – Mitch Tobol**

**3. MARCH 24 (M)**      **Assignment 1 Due Monday, March 24th**  
6:00-6:30      **Customer Discovery Report #1**  
6:30-9:00      **Buyer Persona – Mitch Tobol**

**4. MARCH 26 (W)**      6:00-6:30      **BMC Check-In #1 (RIGHT SIDE)**  
6:30-9:00      **Market Research, Features & Benefits of Your Product Service – Mitch Tobol**

**5. MARCH 31 (M)**      6:00-9:00      **Recordkeeping Intro – Deborah Miraglia**

**6. APRIL 2 (W)**      6:00-7:30      **Executive Summary Overview**  
7:30-9:00      **Moving Towards a Minimal Viable Product or Service, SWOT, Competitive Analysis**  
– Mitch Tobol

**7. APRIL 7th (M)**      **Assignment 2 Due Monday, April 7th**  
6:00-7:00      **Pitch Presentation Format Overview**  
7:00-9:00      **Branding & Positioning – Mitch Tobol**

**8. APRIL 9th (W)**      6:00-7:00      **Customer Discovery Report #2**  
7:00-9:00      **Break-Even Analysis/Pricing – Mitch Tobol**

**9. APRIL 14 (M)**      6:00-6:30      **Pitch Presentation Check-In**  
6:30-7:30      **Deep Dive on Left Side of Canvas – Mitch Tobol**  
7:30-9:00      **Go to Market Strategy – Mitch Tobol**

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| 10. APRIL 16 (W)  | 6:00-7:00<br>7:00-9:00              | <b>Executive Summary Review/Check-In #1</b><br><b>Social Media Marketing/Websites</b> – Mitch Tobol   |
| 11. APRIL 21 (M)  | 6:00-9:00                           | <b>Intro to Financial Spreadsheet</b> – Deborah Miraglia <b>IN-PERSON</b>   |
| 12. APRIL 23 (W)  |                                     | <b>Assignment 3 Due Wednesday, April 23rd</b><br>6:00-6:30 <b>Customer Discovery Report #3</b><br>6:30-9:00 <b>Human Resource Management/Personnel</b> – Mitch Tobol  |
| 13. APRIL 28 (M)  | 6:00-7:30<br>7:30-8:00<br>8:00-9:00 | <b>Forms of Ownership</b> – Rosalyn Maldonado<br><b>MWBE</b> - Janet Tanguay<br><b>Insurance/Risk Management</b> – Toni-Ann Kobel   |
| 14. APRIL 30 (W)  | 6:00-9:00                           | <b>Financial Statements</b> - <b>IN-PERSON</b><br>– Deborah Miraglia  |
| <b>***MAY 1st (THURSDAY) 8:00-9:30 Digital Marketing Webinar – Mitch Tobol</b><br><b>Thursday A.M. **</b> |                                     |   |
| 15. MAY 5 (M)   |                                     | <b>Assignment 4 Due Monday, May 5th</b><br>6:00-7:00 <b>Intellectual Property</b> – Pina Campagna<br>7:00-8:00 <b>Finding Money: Banking/Loans/Credit</b> – Amy Flores<br>8:00-9:00 <b>Taxes</b> – Clarita Ortega |
| 16. MAY 7 (W)   | 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> – Mitch Tobol   |
| 17. MAY 12 (M)  |                                     | <b>Assignment 5 Due Monday, May 12th</b><br>6:00-6:30 <b>Customer Discovery Report #4</b><br>6:30-7:30 <b>Executive Summary Review/Check-In #2</b><br>7:30-9:00 <b>Networking</b> - Mitch Tobol                   |
| 18. MAY 14 (W)  | 6:00-9:00                           | <b>Pitch Prep/Go-to-Market</b> - <b>IN-PERSON</b><br>– Mitch Tobol/Deborah Miraglia   |
| 19. MAY 19 (M)  |                                     | <b>Assignment 6 Due Monday, May 19th</b><br>6:00-7:00 <b>Final BMC and Executive Summary Review/Check-In #3</b><br>7:00-9:00 <b>Pitch Presentation Practice – Final Run Through</b> – Mitch Tobol                 |
| 20. MAY 21 <sup>st</sup> (W):   | 6 pm                                | <b>Pitch Presentation IN-PERSON</b>   |

***FINAL Executive Summary WITH FINANCIALS, Pitch Presentation and BMC  
DUE Monday, May 19<sup>th</sup> by 10 am.***