

Spring 2026 Cohort
February 23 — April 27, 2026
Mondays | 6:00 – 9:00 pm
Facilitator: Steve Webber

Program Description:

In this 10-week online program, aspiring and early-stage entrepreneurs will develop and refine a business concept, taking it through each step of the business planning process. Through readings, research, and discussion, participants will plan and analyze their entrepreneurial vision by creating a thoroughly researched and tested Business Plan.

Tentative Schedule:

Week	Date	Topic	Session includes:
1	Feb 23	The Entrepreneurial Lifestyle	Get acquainted Participant concepts & expectations Facilitated activities & discussion
1	Feb 23	From Idea to Business Concept	Hands-on activities and coaching
2	Mar 2	Market Research	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A
2	Mar 2	Market Research	Debrief/questions Hands-on activities and coaching Plus/Delta
3	Mar 9	Business Model Design	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
3	Mar 9	Pricing Strategy	Debrief/questions Hands-on activities and coaching Plus/Delta

4	Mar 16	Legal Strategy	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
4	Mar 16	Business Exits	Debrief/questions Hands-on activities and coaching Plus/Delta
5	Mar 23	Reaching the Market	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
5	Mar 23	Distribution and Sales	Debrief/questions Hands-on activities and coaching Plus/Delta
6	Mar 30	Financial Management Cycle Sales Projections Cost Projections	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
6	Mar 30	Intellectual Property Complying with Laws, Regulations, and Contracts	Debrief/questions Financial template practice Hands-on activities and coaching Plus/Delta

7	Apr 6	Building the Organization and Team	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
7	Apr 6	Your Cash Needs and When You Might Earn a Profit	Debrief/questions Hands-on activities and coaching Plus/Delta
8	Apr 13	Refining Financial Assumptions and Seeking Funding	Entrepreneur's exchange Guest speaker, Q&A Facilitated activities & discussion
8	Apr 13	Putting Together a Business Plan	Debrief/questions Hands-on activities and coaching Plus/Delta
9	Apr 20	Launch Leading the Organization Culture Process Optimization	Entrepreneur's exchange Guest speaker, Q&A Facilitated activities & discussion
9	Apr 20	Measuring and Analyzing Financial Results Process Optimization	Debrief/questions Hands-on activities and coaching Guidelines for presentation Plus/Delta
10	Apr 27	Present Plan	Presentation of exec summary