

New Venture Academy

Fall Cohort 2026

September 14 – November 16, 2026
Monday Evenings from 6:15 PM– 8:45 PM

Week 1

Entrepreneur Lifestyle

- Personal vision statement
- Present your idea
- Business concept statement



Week 5

Business Finances

- Distribution and Sales
- Sales & Cost Projections

Week 6

Forming the Organization and Team

- Analysis of the administrative function

Week 7

Refining Financial Assumptions and Seeking Funding

- Identifying potential funding sources



Week 2

Market Research

- Market research ideas
- Target customer profile
- Competitor research plan
- Competitor analysis chart

Week 3

Business Model Design

- Value Proposition
- Minimum Viable Product (MVP)
- Business Model Canvas



Week 4

Market Entry

- Positioning Statement
- Marketing Decision Tool
- Customer Journey Map



Week 8

Measurement and Analysis of Financial Results

- Organizational Leadership
- Culture

Week 9

Developing a Business Plan

- Refine Business Plan

Week 10

Executive Summary Presentations



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