



Schedule and Topic Snapshot

First and last session will meet in person; the other sessions will meet via Zoom. The Zoom link and room number will be provided shortly before the first session.

All sessions 6:15-8:30 p.m.

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| Thursday, Sept. 16 | Intro and Entrepreneurial Mindset Profile (In person – APC 120) Where are you today? Define a clear business concept and assess your skills and capabilities to create a great business foundation. |
| Thursday, Sept. 30 | Defining Market Needs (Zoom) How will you get there? Become sensitive to the needs, wants and habits of the market, and how you will create demand. |
| Thursday, Oct. 14 | Setting Financial Goals (Zoom) What are your financial reasons for starting a business? What does financial success look like? Explore tools and techniques for forecasting and financial analysis. |
| Thursday, Oct. 28 | Penetrating the Market (Zoom) Know the competitive advantage of your product/service, and the ability to connect with that market. Learn strategies and tactics to build a strong brand. |
| Thursday, Nov. 11 | Building the Organization (Zoom) Do you need to build a management team, form a group of advisors or board of directors or both? Learn insights about critical tasks that must be accomplished. Learn effective strategies to address growing pains. |
| Thursday, Dec. 2 | Planning for Profits and Growth (In person – APC 120) Manage your entity from a financial viewpoint. Utilize the information learned, with an eye toward the future, develop a plan to get you where you want to go. |



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