ENTREPRENEURIAL CERTIFICATION

Presented By: B²Hub Accelerator Program

Fall Course Schedule/Start: Nov. 14, 2022

BAM BIZHUB
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Classroom request:

November 14, 2022 - Monday (Class Begins)

Time: 6:30 pm – 8:00 pm **Topic: On-Boarding**

The class requested time to enable questions, answer concerns, and provide necessary guidance. We will review expectations and required outcomes and introduce various methods for instructor/student collaboration opportunities.

December 7, 2022 – Wednesday

Time: 6:30 pm – 8:00 pm **Topic: Business Model**

We will provide instructions on the development of a business model. Discussions include methods to develop the value proposition, describe critical components and revenue streams, and develop customer relationships through various channels.

November 3, 2022 - Tuesday

Time: 6:30 pm – 8:00 pm **Topic: Business Plan Part 1**

The class will receive clarification on various worksheets (provided) to assist in the advancement of financial projections, methods of creating a narrative, required information from research efforts, review of the operational costs, and determine revenue streams.

January 16, 2022 – Monday (Class Completion)

Time: 6:30 pm – 8:00 pm **Topic: Program Review**

The class time enables us to review projects, collaborate with students to finalize development, and receive feedback on course delivery to continuously improve materials, instruction, and specific outcomes.

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Method	Date	Requirement	Description
Face-2-Face	**11/14/22**	**Time: 6:30 pm – 8:00 pm**	**On-Boarding**
			Introduction
			Expectations
Video Conferencing	**11/16/22**	**Research Your Market - Part 1**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Objectives/Goals
Video Conferencing	**11/21/22**	**Research Your Market - Part 2**	**Research Market**
		Time: 6:30 pm – 8:00 pm	Target Customers
			Competitors
Happy Thanksgiving			
Video Conferencing	**11/28/22**	**Feasibility Analysis - Part 1**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Primary Objectives
			Legal Aspects
			Operational Evaluation
			Scheduling
Video Conferencing	**10/30/22**	**Feasibility Analysis - Part 2**	**Review Outcomes**
		Time: 6:30 pm – 8:00 pm	Economic Trends
			Benefits and Cost
Face-2-Face	**12/7/22**	**Classroom Request – Bus Model**	**Open Discussion**
		Time: 6:30 pm – 8:00 pm	Develop the Value Proposition
			Review Key Components
Video Conferencing	**12/12/22**	**Business Model - Part 2`**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Value Proposition
			Cost Structure
			Revenue Streams
Video Conferencing	**12/14/22**	**Business Model - Part 3**	**Customer Relationships**
		Time: 6:30 pm – 8:00 pm	Core Processes
			Channels – Distribution
Merry Christmas and Happy New Year			
Video Conferencing	**1/2/23**	**Pricing Model - Part 1**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Influences/Effects - Low Pricing
			Types of Pricing Models
			Worksheet
Video Conferencing	**1/4/23**	**Pricing Model - Part 2**	**Price Strategies**
		Time: 6:30 pm – 8:00 pm	Pricing Influences
Video Conferencing	**1/9/23**	**Marketing Strategy - Part 1**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Review Digital Marketing
			Prepare to Develop a SWOT
			Marketing Strategies

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Video Conferencing	**1/9/23**	**Marketing Strategy - Part 2**	**Methods of Developing the Persona**
		Time: 6:30 pm – 8:00 pm	Develop Segmentation - Platforms
			Begin the Marketing Plan
Video Conferencing	**1/11/23**	**Marketing Strategy - Part 3**	**Type of Platforms**
		Time: 6:30 pm – 8:00 pm	Emails - Channels
			Direct, Co-Branding
Face-2-Face	**1/16/23**	**Classroom Request - Part 1**	**Business Pan & Financial Projections**
		Time: 6:30 pm – 8:00 pm	Introduction
			Review Worksheets
Video Conferencing	**1/18/23**	**Business Plan/Projections - Part 2**	**Developing the Narrative**
		Time: 6:30 pm – 8:00 pm	Review Topics and Requirements
Video Conferencing	**1/23/23**	**Business Plan/Projections - Part 3**	**Understanding Financial Projections**
		Time: 6:30 pm – 8:00 pm	Review Examples
			Preparation of Financial Projections
Video Conferencing	**1/25/23**	**Business Plan/Projections - Part 4**	**Review Costs Structure**
		Time: 6:30 pm – 8:00 pm	Projections
			Finalize Outcome
Video Conferencing	**1/30/23**	**Lending Opportunities - Part 1**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Developing Baseline Knowledge
			Credit Rating
			SBA Loans
Video Conferencing	**2/1/23**	**Lending Opportunities - Part 2**	**Commercial Loans**
		Time: 6:30 pm – 8:00 pm	Grants
			SBA Loan Application - Review
Video Conferencing	**2/6/23**	**Award Winning Pitch**	**Introduction**
		Time: 6:30 pm – 8:00 pm	Mechanics of the Pitch
			Elements of the Pitch
			Developing the Pitch
Video Conferencing	**2/8/23**	**Award Winning Pitch**	**Developing Pitch Deck**
		Time: 6:30 pm – 8:00 pm	Meeting Expectations
			Methods of Engagement
Face-2-Face	**2/8/23**	**Classroom Request**	**Outcomes - End of Program**
		Time: 6:30 pm – 8:00 pm	Program Review
			Open Discussion