



B²Hub Accelerator Program

Presented By: B²Hub Team

2022 Schedule: BAM BIZHUB
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Course Milestones

7/18/2022 (Start Date)

Time: 8:00 pm – 9:30 pm Topic: On-Boarding

The class opportunity to ask questions, get answers and understand how to leverage the provided support. B²Hub will review expectations, and require outcomes, and introduce a variety of methods for instructor/student collaboration opportunities.

8/22/2022

Time: 8:00 pm – 9:30 pm Topic: Business Model

Entrepreneurs will receive instructions on the development of a business model. Discussions include methods applied to develop the value proposition, describe key components, revenue streams, and methods of developing customer relationships through various channels.

10/17/2022

Time: 8:00 pm - 9:30 pm Topic: Business Plan & Financial Projections

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 the operational costs, and determine revenue streams.

8/19/2022 (Completion Date)

Time: 8:00 pm – 9:30 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 delivery, materials, and specific outcomes. Students will be directed on the ability to continually interact with instructors, advisors, and resource partners.

Schedule: B²Hub Accelerator Program July 2022 – 22 Weeks

Method	Date	Requirement	Description
Video Conferencing	7/18/2022	Classroom Request	On-Boarding
		Time: 8:00 pm - 9:30 pm	Introduction
			Expectations
Video Conferencing	7/25/2022	Research Your Market - Part 1	Introduction
		Time: 8:00 pm - 9:30 pm	Objectives/Goals
Video Conferencing	8/1/2022	Research Your Market - Part 2	Research Market
		Time: 8:00 pm - 9:30 pm	Target Customers
			Competitors
Video Conferencing	8/8/2022	Feasibility Analysis - Part 1	Introduction
		Time: 8:00 pm - 9:30 pm	Primary Objectives
			Legal Aspects
			Operational Evaluation
			Scheduling
Video Conferencing	8/15/2022	Feasibility Analysis - Part 2	Review Outcomes
		Time: 8:00 pm - 9:30 pm	Economic Trends
			Benefits and Cost
Video Conferencing	8/22/2022	Business Model Development	Open Discussion
		Time: 8:00 pm - 9:30 pm	Develop the Value Proposition
			Review Key Components
Video Conferencing	8/29/2022	Business Model - Part 1`	Introduction
		Time: 8:00 pm - 9:30 pm	Value Proposition
			Cost Structure
			Revenue Streams
Video Conferencing	9/5/2022	Business Model - Part 2	Customer Relationships
		Time: 8:00 pm - 9:30 pm	Core Processes
			Channels
Video Conferencing	9/12/2022	Pricing Model - Part 1	Introduction
		Time: 8:00 pm - 9:30 pm	Influences/Effects - Low Pricing
			Types of Pricing Models
			Worksheet
Video Conferencing	9/19/2022	Pricing Model - Part 2	Price Strategies
		Time: 8:00 pm - 9:30 pm	Pricing Influence
Video Conferencing	9/26/2022	Marketing Strategy - Part 1	Introduction
		Time: 8:00 pm - 9:30 pm	Review Digital Marketing
			Prepare to Develop a SWOT
			Marketing Strategies

Method	Date	Requirement	Description
Video Conferencing	10/3/2022	Marketing Strategy - Part 2	Methods of Developing the Persona
		Time: 8:00 pm - 9:30 pm	Develop Segmentation - Platforms
			Begin the Marketing Plan
Video Conferencing	10/10/2022	Marketing Strategy - Part 3	Type of Platforms
		Time: 8:00 pm - 9:30 pm	Emails - Channels
			Direct, Co-Branding
Video Conferencing	10/17/2022	Classroom Request - Part 1	Business Plan & Financial Projections
		Time: 8:00 pm - 9:30 pm	Introduction
			Review Worksheets
Video Conferencing	10/24/2022	Business Plan/Projections - Part 2	Developing the Narrative
		Time: 8:00 pm - 9:30 pm	Review Topics and Requirements
Video Conferencing	10/31/2022	Business Plan/Projections - Part 3	Understanding Financial Projections
		Time: 8:00 pm - 9:30 pm	Review Examples
			Preparation of Financial Projections
Video Conferencing	11/7/2022	Business Plan/Projections - Part 4	Review Costs Structure
		Time: 8:00 pm - 9:30 pm	Projections
			Finalize Outcome
Video Conferencing	11/14/2022	Lending Opportunities - Part 1	Introduction
		Time: 8:00 pm - 9:30 pm	Developing Baseline Knowledge
			Credit Rating
			SBA Loans
Video Conferencing	11/28/2022	Lending Opportunities - Part 2	Commercial Loans
		Time: 8:00 pm - 9:30 pm	Grants
			SBA Loan Application - Review
Video Conferencing	12/5/2022	Award-Winning Pitch	Introduction
		Time: 8:00 pm - 9:30 pm	Mechanics of the Pitch
			Elements of the Pitch
			Developing the Pitch
Video Conferencing	12/12/2022	Award-Winning Pitch	Develop the Deck Stack
		Time: 8:00 pm - 9:30 pm	Developing Pitch Deck
			Meeting Expectations
			Methods of Engagement
Video Conferencing	12/19/2022	Course Review	Outcomes - End of Program
		Time: 8:00 pm - 9:30 pm	Program Review
			Open Discussion