



ENTREPRENEURIAL CERTIFICATION

Presented By: B²Hub Accelerator Program

Fall Course Schedule/Start: Sept. 20, 2022

BAM BIZHUB

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Classroom request:

September 20, 2022 – Tuesday (Class Begins)

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

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

October 6, 2022 - Tuesday

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

We will provide 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.

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 the operational costs, and determine revenue streams.

December 8, 2022 – Thursday (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	9/20/2022	Time: 8:00 pm – 9:00 pm	On-Boarding Introduction Expectations
Video Conferencing	9/22/2022	Research Your Market - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Objectives/Goals
Video Conferencing	9/27/2022	Research Your Market - Part 2 Time: 6:30 pm – 8:00 pm	Research Market Target Customers Competitors
Video Conferencing	9/29/2022	Feasibility Analysis - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Primary Objectives Legal Aspects Operational Evaluation Scheduling
Video Conferencing	10/4/2022	Feasibility Analysis - Part 2 Time: 6:30 pm – 8:00 pm	Review Outcomes Economic Trends Benefits and Cost
Face-2-Face	10/6/2022	Classroom Request – Bus Model Time: 6:30 pm – 8:00 pm	Open Discussion Develop the Value Proposition Review Key Components
Video Conferencing	10/11/2022	Business Model - Part 2` Time: 6:30 pm – 8:00 pm	Introduction Value Proposition Cost Structure Revenue Streams
Video Conferencing	10/13/2022	Business Model - Part 3 Time: 6:30 pm – 8:00 pm	Customer Relationships Core Processes Channels – Distribution
Video Conferencing	10/18/2022	Pricing Model - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Influences/Effects - Low Pricing Types of Pricing Models Worksheet
Video Conferencing	10/20/2022	Pricing Model - Part 2 Time: 6:30 pm – 8:00 pm	Price Strategies Pricing Influences
Video Conferencing	10/25/2022	Marketing Strategy - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Review Digital Marketing Prepare to Develop a SWOT Marketing Strategies

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Method	Date	Requirement	Description
Video Conferencing	10/27/2022	Marketing Strategy - Part 2 Time: 6:30 pm – 8:00 pm	Methods of Developing the Persona Develop Segmentation - Platforms Begin the Marketing Plan
Video Conferencing	11/1/2022	Marketing Strategy - Part 3 Time: 6:30 pm – 8:00 pm	Type of Platforms Emails - Channels Direct, Co-Branding
Face-2-Face	11/3/2022	Classroom Request - Part 1 Time: 6:30 pm – 8:00 pm	Business Pan & Financial Projections Introduction Review Worksheets
Video Conferencing	11/8/2022	Business Plan/Projections - Part 2 Time: 6:30 pm – 8:00 pm	Developing the Narrative Review Topics and Requirements
Video Conferencing	11/10/2022	Business Plan/Projections - Part 3 Time: 6:30 pm – 8:00 pm	Understanding Financial Projections Review Examples Preparation of Financial Projections
Video Conferencing	11/15/2022	Business Plan/Projections - Part 4 Time: 6:30 pm – 8:00 pm	Review Costs Structure Projections Finalize Outcome
Video Conferencing	11/17/2022	Lending Opportunities - Part 1 Time: 6:30 pm – 8:00 pm	Introduction Developing Baseline Knowledge Credit Rating SBA Loans
Closed 11/21 to 11/25			Thanksgiving Holiday
Video Conferencing	11/29/2022	Lending Opportunities - Part 2 Time: 6:30 pm – 8:00 pm	Commercial Loans Grants SBA Loan Application - Review
Video Conferencing	12/1/2022	Award Winning Pitch Time: 6:30 pm – 8:00 pm	Introduction Mechanics of the Pitch Elements of the Pitch Developing the Pitch
Video Conferencing	12/6/2022	Award Winning Pitch Time: 6:30 pm – 8:00 pm	Developing Pitch Deck Meeting Expectations Methods of Engagement
Face-2-Face	12/8/2022	Classroom Request Time: 6:30 pm – 8:00 pm	Outcomes - End of Program Program Review Open Discussion