



GUIDED BUSINESS PLAN™ CLASS CALENDAR Weeknights : 6-9 pm

MARCH 2017

	Mon.	Tues.	Weds.	Thurs.	Fri.
	13	14	15	Orient. 16 A B	17
	20	1 21 A B	22	2 23 A B	24
	27	3 28 A B	LAB 29 A B	4 30 A B	31

APRIL 2017

	Mon.	Tues.	Weds.	Thurs.	Fri.
	3	5 4 A B	5	6 6 A B	7
	LAB 10 A B	7 11 A B	12	8 13 A	14
	17	8 18 B	LAB 19 A B	9 20 A	21
	24	9 25 A B	26	10 27 A B	28

MAY 2017

	Mon.	Tues.	Weds.	Thurs.	Fri.
	1	10 2 A B	3	11 4 A B	5
	8	12 9 A B	10	13 11 A B	12
	LAB 15 A B	14 16 A B	17	15 18 A B	19
	22	16 23 A B	24	17 25 A B	26

JUNE 2017

	Mon.	Tues.	Weds.	Thurs.	Fri.
				1 A B	2
	5	6	7	8	9
	12	13	14	15	16
	19	20	21	22	23
	26	27	28	29	30

CLASS SESSIONS	GROUP A Service-Based Business	GROUP B Retail/Product Business
ORIENTATION	Thurs. 3/16	Thurs. 3/16
SESSION 1: Executive summary	Tues. 3/21	Tues. 3/21
SESSION 2: Company background	Thurs. 3/23	Thurs. 3/23
SESSION 3: Industry & competition	Tues. 3/28	Tues. 3/28
Optional Lab: Legal Entity/Issues	Weds. 3/29	Weds. 3/29
SESSION 4: Marketing	Thurs. 3/30	Thurs. 3/30
SESSION 5: Marketing	Tues. 4/4	Tues. 4/4
SESSION 6: Online Marketing	Thurs. 4/6	Thurs. 4/6
Optional Lab: Marketing	Mon. 4/10	Mon. 4/10
SESSION 7: Financial Basics & spreadsheet intro.	Tues. 4/11	Tues. 4/11
SESSION 8: Pricing, Sales & Costs	Thurs. 4/13	Tues. 4/18
Optional Lab: Finance	Weds. 4/19	Weds. 4/19
SESSION 9: Financial Statements	Thurs. 4/20	Tues. 4/25
CHECKPOINT	Tues. 4/25	Thurs. 4/27
SESSION 10: Numbers & Profitability	Thurs. 4/27	Tues. 5/2
SESSION 11: Profitability / Lab	Thurs. 5/4	Thurs. 5/4
SESSION 12: Management & Personnel	Tues. 5/9	Tues. 5/9
SESSION 13: Operations	Tues. 5/11	Thurs. 5/11
Optional Lab: Operations/HR	Mon. 5/15	Mon. 5/15
SESSION 14: Real Estate & Comm.	Tues. 5/16	Thurs. 5/16
SESSION 15: Sales	Thurs. 5/18	Thurs. 5/18
SESSION 16: Wrap Up & Practice	Tues. 5/23	Tues. 5/23
SESSION 17: Presentations	Thurs. 5/25	Thurs. 5/25
CHECKPOINT Ready to Launch	Thurs. 6/1	Thurs. 6/1

Each participant will be in either Group A (service-based business) or Group B (product-based business), and will attend **all combined sessions and all sessions listed for their group.**

Attendance at optional lab nights is encouraged but not required. Sessions are listed by module, and are **not all in strict order by date.**

WomenVenture

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