# All classes are Mondays & Wednesdays from 4:30-6pm

# Group 1: January through March

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| Topic | Date |
| Session 1: Introduction + First Principles | Monday, January 25 |
| Session 2 & 3: Competitive Analysis | Tuesday, January 26\* and Monday, February 1 |
| Session 4: The Lean Startup Method | Wednesday, February 3 |
| Session 5: Customer Discovery and Hypothesis Development | Monday, February 8 |
| Session 6: Customer Interviewing | Wednesday, February 10 |
| Session 7: Compliance – Business Formation | Wednesday, February 17 |
| Session 8: Customer Relationships | Friday, February 19\*  |
| Session 9: Websites | Monday, February 22 |
| Session 10: Marketing | Wednesday, February 24 |
| Session 11: Hiring employees & Financial literacy for businesses  | Monday, March 1 |
| Session 12: Certification & Session 6 follow-up | Wednesday, March 3 |
| Session 13: Bookkeeping and point-of-sales systems | Monday, March 8 |

\* Different date due to changed schedule

# Group 2: March through April

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| Topic | Date |
| Session 1: Introduction + First Principles | Wednesday, March 10 |
| Session 2 & 3: Competitive Analysis | Monday, March 15 and Wednesday, March 17 |
| Session 4: The Lean Startup Method | Monday, March 22 |
| Session 5: Customer Discovery and Hypothesis Development | Wednesday, March 24 |
| Session 6: Customer Interviewing | Monday, March 29 |
| Session 7: Interview with local entrepreneur | Wednesday, March 31 |
| Session 8: Compliance – Business Formation & Taxes | Monday, April 5 |
| Session 9: Customer Relationships | Wednesday, April 7 |
| Session 10: Websites | Monday, April 12 |
| Session 11: Marketing | Wednesday, April 14 |
| Session 12: Hiring employees & Financial literacy for businesses  | Monday, April 19 |
| Session 13: Certification & Session 6 follow-up | Wednesday, April 21 |
| Session 14: Bookkeeping and point-of-sales systems | Monday, April 26 |

# Group 3: April through June

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| Topic | Date |
| Session 1: Introduction + First Principles | Wednesday, April 28 |
| Session 2 & 3: Competitive Analysis | Monday, May 3 and Wednesday, May 5 |
| Session 4: The Lean Startup Method | Monday, May 10 |
| Session 5: Customer Discovery and Hypothesis Development | Wednesday, May 12 |
| Session 6: Customer Interviewing | Monday, May 17 |
| Session 7: Interview about local entrepreneur | Wednesday, May 19 |
| Session 8: Compliance – Business Formation & Taxes | Monday, May 24 |
| Session 9: Customer Relationships | Wednesday May 26 |
| Session 10: Websites | Tuesday, June 1\* |
| Session 11: Marketing | Wednesday, June 2 |
| Session 12: Hiring employees & Financial literacy for businesses  | Monday, June 7 |
| Session 13: Certification & Session 6 follow-up | Wednesday, June 9 |
| Session 14: Bookkeeping and point-of-sales systems | Monday, June 14 |

\* Different date due to Memorial Day holiday on May 31

# Group 4: June through August

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| Topic | Date |
| Session 1: Introduction + First Principles | Wednesday, June 16 |
| Session 2 & 3: Competitive Analysis | Monday, June 21 and Wednesday, June 23 |
| Session 4: The Lean Startup Method | Monday, June 28 |
| Session 5: Customer Discovery and Hypothesis Development | Wednesday, June 30 |
| Session 6: Customer Interviewing | Tuesday, July 6\* |
| Session 7: Interview about entrepreneurship with EbaNee Bond | Wednesday, July 7 |
| Session 8: Compliance – Business Formation & Taxes | Monday, July 12 |
| Session 9: Customer Relationships | Wednesday, July 14 |
| Session 10: Websites | Monday, July 19 |
| Session 11: Marketing | Wednesday, July 21 |
| Session 12: Hiring employees & Financial literacy for businesses  | Monday, July 26 |
| Session 13: Certification & Session 6 follow-up | Wednesday, July 28 |
| Session 14: Bookkeeping and point-of-sales systems | Monday, August 2 |

\*Different date due to 4th of July weekend

# Group 5: August through September

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| Topic | Date |
| Session 1: Introduction + First Principles | Wednesday, August 4 |
| Session 2 & 3: Competitive Analysis | Monday, August 9 and Wednesday, August 11 |
| Session 4: The Lean Startup Method | Monday, August 16 |
| Session 5: Customer Discovery and Hypothesis Development | Wednesday, August 18 |
| Session 6: Customer Interviewing | Monday, August 23 |
| Session 7: Interview with local entrepreneur | Wednesday, August 25 |
| Session 8: Compliance – Business Formation & Taxes | Monday, August 30 |
| Session 9: Customer Relationships | Wednesday, September 1 |
| Session 10: Websites | Tuesday, September 7\* |
| Session 11: Marketing | Wednesday, September 8 |
| Session 12: Hiring employees & Financial literacy for businesses  | Monday, September 13 |
| Session 13: Certification & Session 6 follow-up | Wednesday, September 15 |
| Session 14: Bookkeeping and point-of-sales systems | Monday, September 20 |

\* Different date due to Labor Day holiday on September 6

# Group 6: September through November

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| Topic | Date |
| Session 1: Introduction + First Principles | Wednesday, September 22 |
| Session 2 & 3: Competitive Analysis | Monday, September 27 and Wednesday, September 29 |
| Session 4: The Lean Startup Method | Monday, October 4 |
| Session 5: Customer Discovery and Hypothesis Development | Wednesday, October 6 |
| Session 6: Customer Interviewing | Monday, October 11 |
| Session 7: Interview with local entrepreneur | Wednesday, October 13 |
| Session 8: Compliance – Business Formation & Taxes | Monday, October 18 |
| Session 9: Customer Relationships | Wednesday, October 20 |
| Session 10: Websites | Monday, October 25 |
| Session 11: Marketing | Wednesday, October 27 |
| Session 12: Hiring employees & Financial literacy for businesses  | Monday, November 1 |
| Session 13: Certification & Session 6 follow-up | Wednesday, November 3 |
| Session 14: Bookkeeping and point-of-sales systems | Monday, November 8 |

# Group 7: November through December

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| Topic | Date |
| Session 1: Introduction + First Principles | Wednesday, November 10 |
| Session 2 & 3: Competitive Analysis | Monday, November 15 and Wednesday, November 17 |
| Session 4: The Lean Startup Method | Friday, November 19 |
| Session 5: Customer Discovery and Hypothesis Development | Monday, November 22 |
| Session 6: Customer Interviewing | Tuesday, November 23\* |
| Session 8: Compliance – Business Formation & Taxes | Tuesday, November 30\* |
| Session 9: Customer Relationships | Wednesday, December 1 |
| Session 10: Websites | Monday, December 6 |
| Session 11: Marketing | Wednesday, December 8 |
| Session 12: Hiring employees & Financial literacy for businesses  | Monday, December 13 |
| Session 13: Bookkeeping and point-of-sales systems | Wednesday, December 15 |
| Session 14: Certification & Session 6 follow-up | Friday, December 17 |

\*Different date due to Thanksgiving holiday weekend

Note: Group 7 has a condensed schedule and slightly altered curriculum in order to squeeze it into the calendar year (to adhere with grant requirements).