

CHATHAM UNIVERSITY  
**CENTER FOR WOMEN'S  
 ENTREPRENEURSHIP**  
 Women's Business Center

**Concept to Launch 6-Week Schedule – September – November 2023**

<b>Week 1 September 27</b>	<b>Week 2 October 4</b>	<b>Week 3 October 11</b>	<b>Week 4 October 18</b>	<b>Week 5 October 25</b>	<b>Week 6 November 1</b>
<b>In-Person</b>	<b>Online</b>	<b>Online</b>	<b>Online</b>	<b>Online</b>	<b>Online</b>
<b>Business Concept</b>	<b>Steps to Start a Company</b>	<b>Business Planning</b>	<b>Operations &amp; Marketing your Company</b>	<b>Developing Your Pitch</b>	<b>Next Steps + Resources</b>
<b>Canvasing</b>	<b>Guest Speaker (Accounting)</b>	<b>Guest Speaker (Insurance)</b>	<b>Guest Speaker (Marketing)</b>	<b>Importance of the Pitch</b>	<b>Discuss Execution of Business Plan</b>
Market Needs and Research  Industry & Competitors Analysis	Developing your Entity  Steps of creating a business  Basic Financials including Banking & Insurance needs  Employees vs 1099 contractors  Funding Sources	Why you need a Business Plan  Defining what Plan is right for you  How to Start your First Business Plan  Financial Documents for a Business Plan	Getting your Product/Service to Market  Marketing- Your Company and/or Idea  The “Why” of your business	How to develop and deliver an Effective Pitch  Create Pitches	Answer Questions on Business Plans  Next Steps for your Business  Discuss Area Resources for Businesses