

CHATHAM UNIVERSITY

CENTER FOR WOMEN'S ENTREPRENEURSHIP

Women's Business Center

Concept to Launch 6-Week Schedule – September – October 2025

Week 1 September 17	Week 2 September 24	Week 3 October 1	Week 4 October 8	Week 5 October 15	Week 6 October 22
Online	Online	Online	Online	Online	Online
Business Concept	Steps to Start a Company	Business Planning	Operations & Marketing your Company	Developing Your Pitch	Next Steps + Resources
Canvassing	Guest Speaker (Accounting)	Guest Speaker (Insurance)	Guest Speaker (Marketing)	Importance of the Pitch	Discuss Execution of Business Plan
Market Needs and Research	Developing your Entity	Why you need a Business Plan	Getting your Product/Service to Market	How to develop and deliver an Effective Pitch	Answer Questions on Business Plans
Industry & Competitors Analysis	Steps of creating a business	Defining what Plan is right for you	Marketing- Your Company and/or Idea	Create Pitches	Next Steps for your Business
	Basic Financials including Banking & Insurance needs	How to Start your First Business Plan	The “Why” of your business		Discuss Area Resources for Businesses
	Employees vs 1099 contractors	Financial Documents for a Business Plan			
	Funding Sources				