<table>
<thead>
<tr>
<th>Date</th>
<th>Seminar</th>
<th>Purpose</th>
</tr>
</thead>
</table>
| September 4     |Amy with CEO 7:00 p.m. Baker B53 | **Kickoff Event with CEO**  
*Rules and guidelines for competition. Submission and judging process. Describe the milestones throughout the competition.* |
| September 5     |Eden 6:00 p.m. Westlake 116     | **Opportunity Recognition & Idea Generation**  
*Develop feasible and interesting opportunities. Bring an idea and network with students. Find team members.* |
| September 10    |Ken 5:00 p.m. Baker 458         | **Business Models**  
*Discover the various components of a business model canvas, what to do and when to do it.* |
| September 24    |Eden 6:00 p.m. Baker 458        | **Social Ventures**  
*Developing ventures that are financially, socially, and environmentally feasible; social impact assessment; judging criteria.* |
| **October 8**   |Ken 5:00 p.m. Baker B51         | **BravePitch**  
*Three minute pitches of new business ideas, innovations, or social ventures.* |
| October 21      |Kip & Gerry 5:00 p.m. Baker 458 | **Market Feasibility**  
*Learn how to substantiate your business idea and how to project volume/sales/service growth. How do you get to your market?* |
| November 6      |Wendi 6:00 p.m. Baker 457       | **Financial Dimensions of Your Venture**  
*How much money will you make? How much cash do you need? Understanding budgeting, investing and equity financing.* |
| **December 3**  |5:00 p.m. Baker B51             | **New Venture Poster Competition**  
*Poster and Presentation: 5 minute presentation, 10 minutes for Q & A* |
| January 29      |Ross 5:00 p.m. Baker 453        | **Elements of a Business Plan**  
*Structure of a business plan. Dos and Don’ts to business plan writing.* |
| February 11     |Josh in Tanya's class 9:00 a.m. Baker 255 | **Legal Aspects for Early Stage Ventures**  
*Founders’ agreements, entity formation, IP, understanding the legal pitfalls of starting a venture* |
| March 11-25     |Arrange                        | **Polish your presentation skills.**  
*Dan Smith (Speech Coach) will help students prepare for their presentations. Josh will assist.* |
| April 28        |                                | **Presentations and “Celebrate Entrepreneurship” Reception** |
| May 5           |Debriefing                     | **In attendance: Advisory Board and any other interested parties.** |