



COHORT 2 SYLLABUS: FIRST HALF

August 29, 2023 – January 24, 2024

Tuesdays: 6:00 – 8:00 PM

Revised 9/22/2023

Session	Date	Focus	Details
1.	Aug 29	Entrepreneurial Mindset & Skills: Part 1	Introduction, Expectations, Strengths, Needs
2.	Sept 5	Entrepreneurial Mindset & Skills: Part 2	Soft/Hard Skills, Pre-Assessment, Developing Necessary Skills
3.	Sept 12	Business Foundation	Types of Business, Business Foundations Pros & Cons
4.	Sept 19	Mentor / Review / Develop	Review the 1 st 3 weeks; Meet with Mentor, Assistance with Completing All WS & Reports, Work on Computers
5.	Sept 26	Entrepreneurship	Guest Speaker: Dr. Gray, President, Erie Community Collage
6.	Oct 3	Small Business Impact	Definition & Impact of Small Business, Raising Capital
7.	Oct 10	Business Plan Part 1	Business Plan Template, Creating a Mission Statement
8.	Oct 17	Small Business	Guest Speaker: Bishop Curtis Jones Senior
9.	Oct 24	Mentor / Review / Develop	Review the previous weeks; Meet with Mentor, Assistance with Completing all WS & Reports, Work on Computers
10.	Nov 7	Seeking & Growing Capital	Guest Speaker: Brian Slawin
11.	Nov 14	Marketing	Branding, Outreach, Understanding the Market, Building Awareness
12.	Nov 21	Marketing Strategy	Guest Speaker: Susanah Faulker, Erie City Council
13.	Nov 28	Mentor / Review / Develop	Review the previous weeks; Meet with Mentor, Assistance with Completing all WS & Reports, Work on Computers
14.	Dec 5	Low-Interest Business Loans	Guest Speaker: Chris Groner, ECRDA

15.	Dec 12	Finding The Money	Funding Needs, Sources, Process
16.	Dec 19	How to Obtain Money for Your Business	Guest Speaker: Mayor Joe Schember
17.	Jan 2	Mentor / Review / Develop	Review the previous weeks; Meet with Mentor, Assistance with Completing all WS & Reports, Work on Computers
18.	Jan 9	Banking & Building Credit	Importance, Types of Banking & Loans, Services, Cash Flow Management
19.	Jan 16	Banking & Small Business	Guest Speaker: Mike Morrison
20.	Jan 23	Mentor / Review / Develop	Review the previous weeks; Meet with Mentor, Assistance with Completing all WS & Reports, Work on Computers
Thurs	Jan 25	<u>HALF-TIME CELEBRATION!</u>	

FRAMEWORK OF SYLLABUS

The syllabus is divided into 4-Week modules that have a specific focus. Each 4-Week module includes:

- I. PowerPoint and/or Lecture
- II. Guest Speaker
- III. Individual / Group Application
- IV. Mentoring; Review; Completion of worksheets & reports; Business Plan Development

The Syllabus for the 2nd Half of Cohort 2 will be available in November. This will allow AEH to develop it more specific to this cohort members' needs.

AEH Team Contact Information

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