

| Session | Title | Description |
|--------------------------------------------|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| Session 1 01/11/18 6-8:00pm | Orientation | Receive materials, meet cohort members, review schedule/logistics, commitment and pre-work expectations |
| Session 2 01/18/18 6-8:30 pm | Business Model Canvas: Develop Your Business Model | Introduction to Lean Start Up, Business Model Canvas |
| Session 3 01/25/18 6-8:30 pm | Empathy Map: Get to Know Your Customer Segment | Concepts, empathy map creation |
| Session 4 02/01/18 6-8:30pm | Customer Development: Test Your Business with Customers | Customer development, hypothesis testing, customer interviews |
| Session 5 02/08/18 6-8:30 pm | Bridging the Gap: Proof of Concept to Business plan | Canvas Relationship to business plan. Pivot, iterations, stay the same |
| Session 6 02/15/18 6-8:30 pm | Analysis: Industry and Competitive Guest Speaker: Julie Fronmueller, Research Specialist | Industry overview, direct and indirect competition |
| Session 7 02/22/18 6-8:30 pm | Operations: Creating the Framework Guest Speaker: Max Neuhaus, Business Attorney | Entity choice, licenses, contracts, risk management, liability |
| Session 8 03/01/18 6-8:30 pm | Marketing: Target Market and Marketing Plan Guest Speaker: Amy Klous, Marketing Specialist | Creating a targeted, consistent marketing plan to drive sales, website, e-commerce |
| Session 9 03/08/18 6-8:30 pm | Finance: Startup Costs and Projections Guest Speaker: Luke Kempen, CPA | Record keeping, cash management, startup costs, financial statements |
| Session 10 03/15/18 6-8:30 pm | Graduation Celebration | Discuss next steps, business plan presentations, celebration! |