



WELCOME TO

WEV's Smart Entrepreneurial Training Course

Course Schedule: Fall 2023

| Week | Session | Date | Time | Location | Topic |
|---------|---------|-------------------------|------------------|-------------------|------------------------|
| Week 1 | 1a | Wednesday, August 30 | 6:30 – 8:30pm | WEV Office | Orientation |
| Week 2 | 2 | Wednesday, September 6 | 6:30 – 8:30pm | Online | Basics of Business |
| | 1b | Saturday, September 9 | 10:00am – 2:30pm | WEV Office | Skill and Mindset |
| Week 3 | 3 | Wednesday, September 13 | 6:30 – 8:30pm | Online | Target Market |
| | 3b | <i>Varies</i> | <i>Varies</i> | Online | <i>Individual 1:1</i> |
| Week 4 | 4 | Wednesday, September 20 | 6:30 – 8:30pm | Online | Market Research |
| Week 5 | 5 | Wednesday, September 27 | 6:30 – 8:30pm | Online | Intro to Marketing |
| Week 6 | 6 | Wednesday, October 4 | 6:30 – 8:30pm | Online | Internet Marketing |
| Week 7 | 7a | Wednesday, October 11 | 6:30 – 8:30pm | Online | Sales |
| Week 7 | 7b | Saturday, October 14 | 10:00am – 2:30pm | WEV Office | Money Mindset |
| Week 8 | 8a | Wednesday, October 18 | 6:30 – 8:30pm | Online | Business Finance |
| | 8b | Saturday, October 21 | 10:00am – 2:30pm | WEV Office | Financials Workshop |
| Week 9 | 9 | Wednesday, October 25 | 6:30 – 8:30pm | Online | Projections |
| Week 10 | 10 | Wednesday, November 1 | 6:30 – 8:30pm | Online | Funding |
| Week 11 | 11 | Wednesday, November 8 | 6:30 – 8:30pm | Online | Taxes |
| Week 12 | 12 | Wednesday, November 15 | 6:30 – 8:30pm | Online | Legal Considerations |
| Week 13 | 13 | Wednesday, November 29 | 6:30 – 8:30pm | Online | Goals & Milestones |
| Week 14 | 14a | Wednesday, December 6 | 6:30 – 8:30pm | Online | Business Plan Workshop |
| | 14b | Friday, December 8 | 10:00am – 2:30pm | WEV Office | Final Presentations |

Location

This course meets both in person and via Zoom. Online sessions will use the same Zoom Login.

- **In Person Location**

- WEV Santa Barbara Office: 21 East Canon Perdido, Suite 301, Santa Barbara 93101

