

**GPHCC Accelerate Business (Spring 2024)
Program Schedule (Hybrid)
Time and date: Wednesdays 2:00-5:00 PM -**

In person @ Esperanza College, North Philly

Please note In-person classes can be switched to Virtual in case of inclement weather

Module 1: Business & Leadership

Session 0: Orientation	Wednesday, March 13, 2024	Virtual
Session 1: Introduction to Goal-Setting	Wednesday, March 20, 2024	In Person
CEO Group Meeting#1		
Session 2: Setting Initial Strategic Growth Goals	Wednesday, April 3, 2024	In Person
Session 3: Challenges and Stages of Small Business Growth	Wednesday, April 17, 2024	Virtual
Live Case: 2 Cases Required		
CEO Group Meeting#2		
<i>Growth Plan I Due</i>	Wednesday, April 17, 2024	

Module 2: Finances

Session 4: Financial Statement Analysis	Wednesday, May 1, 2024	Virtual
Guest Experts: Accountant / CPA / CFO		
Session 5: Financial Analysis as a Business Tool	Wednesday, May 15, 2024	In Person
Guest Experts: Accountant / CPA / CFO		
Session 6: Understanding How Others See Your Financials	Wednesday, May 29, 2024	In Person
Live Case: 2 Cases Required		
Guest Experts: Financial: CPA / Lender / Lawyer		
CEO Group Meeting#3		
<i>Growth Plan II Due</i>	Wednesday, May 29, 2024	

Module 3: Marketing & Sales

Session 7: Identifying and Targeting Your Ideal Customer Base	Wednesday, June 12, 2024	Virtual
Session 8: Positioning Your Business Within a Competitive Landscape	Wednesday, June 26, 2024	Virtual
CEO Group Meeting#4		
Session 9: Sales Strategies, Resources and Systems	Wednesday, July 10, 2024	Virtual
<i>Growth Plan III Due</i>	Wednesday, July 10, 2024	

Module 4: Resources		
Session 10: Human Resources	Wednesday, July 24, 2024	Virtual
CEO Group Meeting#5		
Session 11: Accessing New Capital: Public and Private Financing	Wednesday, August 7, 2024	In Person
Live Case: 2 Cases Required		
Guest Experts: Capital Financial Resources: Private / Public / Investor / Alternative /SBA		
Session 12: Accessing New Markets: Doing Business with the Government	Wednesday, August 21, 2024	In Person
Live Case: 2 Cases Required		
Guest Expert Invited: Procurement Officers (Fed/State/County/ Municipal)		
CEO Group Meeting#6		
CEO Group Meeting#7		
<i>Final Growth Plan Due</i>	Wednesday, August 21, 2024	

Module 5: Putting It All Together		
Session 13: Making it Real: Final Growth Plan Presentations, Day 1 (daytime)	Wednesday, September 11, 2024	Virtual
Session 13: Making it Real: Final Growth Plan Presentations, Day 2 (daytime)	Thursday, September 12, 2024	Virtual
Panel of Guest Experts Invited		
Graduation		