

**GPHCC Accelerate Business (Spring 2023 Cohort)**  
**Program Schedule (Hybrid)**  
**Time and date: Wednesdays 2:00-5:00 PM**  
 \*\*3 sessions are not on wednesdays\*\*  
 In person @ Esperanza College, North Philly

<b>Module 1: Business &amp; Leadership</b>		
<b>Session 0: Orientation</b>	Tuesday, March 7, 2023	<b>Virtual</b>
<b>Session 1: Introduction to Goal-Setting</b>	Wednesday, March 29, 2023	<b>In Person</b>
CEO Group Meeting#1		
<b>Session 2: Setting Initial Strategic Growth Goals</b>	Wednesday, April 12, 2023	<b>In Person</b>
<b>Session 3: Challenges and Stages of Small Business Growth</b>	Thursday, April 27, 2023	<b>Virtual</b>
Live Case: 2 Cases Required		
CEO Group Meeting#2		
<b>Growth Plan I Due</b>	Thursday, April 27, 2023	
<b>Module 2: Finances</b>		
<b>Session 4: Financial Statement Analysis</b>	Wednesday, May 10, 2023	<b>Virtual</b>
Guest Experts: Accountant / CPA / CFO		
<b>Session 5: Financial Analysis as a Business Tool</b>	Wednesday, May 24, 2023	<b>In Person</b>
Guest Experts: Accountant / CPA / CFO		
<b>Session 6: Understanding How Others See Your Financials</b>	Wednesday, June 7, 2023	<b>In Person</b>
Live Case: 2 Cases Required		
Guest Experts: Financial: CPA / Lender / Lawyer		
CEO Group Meeting#3		
<b>Growth Plan II Due</b>	Wednesday, June 7, 2023	
<b>Module 3: Marketing &amp; Sales</b>		
Session 7: Identifying and Targeting Your Ideal Customer Base	Wednesday, June 21, 2023	<b>Virtual</b>
Session 8: Positioning Your Business Within a Competitive Landscape	Wednesday, June 28, 2023	<b>Virtual</b>
CEO Group Meeting#4		
Session 9: Sales Strategies, Resources and Systems	Wednesday, July 12, 2023	<b>Virtual</b>
<b>Growth Plan III Due</b>	Wednesday, July 12, 2023	
<b>Module 4: Resources</b>		
Session 10: Human Resources	Thursday, July 27, 2023	<b>In Person</b>
CEO Group Meeting#5		
Session 11: Accessing New Capital: Public and Private Financing	Wednesday, August 9, 2023	<b>In Person</b>
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 23, 2023	<b>Virtual</b>
Live Case: 2 Cases Required		
Guest Expert Invited: Procurement Officers (Fed/State/County/ Municipal)		
CEO Group Meeting#6		
CEO Group Meeting#7		
<b>Final Growth Plan Due</b>	Wednesday, August 23, 2023	
<b>Module 5: Putting It All Together</b>		
Session 13: Making it Real: Final Growth Plan Presentations, Day 1 (daytime)	Wednesday, September 13, 2023	<b>Virtual</b>
Session 13: Making it Real: Final Growth Plan Presentations, Day 2 (daytime)	Thursday, September 14, 2023	<b>Virtual</b>
Panel of Guest Experts Invited		
Graduation		

\*If Needed