

THE GAUNTLET

BUSINESS PROGRAM & COMPETITION

powered by The Advancement Foundation

2020 Calendar

All classes are held from 6:00 pm – 7:30 pm.

Date	Topic	Details
February 4th	Orientation	Summary of GAUNTLET program, review of schedule and expectations, resources, support available, and time management
February 11th	Business Analysis	Review draft business descriptions, SWOT, value proposition and costs for doing business
February 18th	Business Development and Planning	Lecture style: optimizing strategic business planning
February 25th	Working Session	Identify revenue streams and how to maximize them
March 3rd	Marketing	Lecture style: branding and PR
March 10th	Operations	Lecture style: day to day operations of your business, what to expect, and how to manage
March 17th	GAUNTLET Speed Networking	Group activity: share your business with others, goal is to have everyone give advice or recommendation to each business by end of class period, mentor participation
March 24th	Budget Building	Case study on mock business: entrepreneurs use "budgeting muscles" to figure out case study with bankers and accountants joining in
March 31st	Sales and Customer Retention	Lecture style: strategies on how new and current customers are different, and how to keep current customers coming back again and again
April 7th	Business Plan Workshop	Groupings based on section of business plans and challenges, mentor participation
April 14th	Business Plans Due	Electronic copies, PDF format required
April 15th - 22th	Business Plan Judging	Plans distributed with evaluation rubric
April 24th	Finalists Announced	Each judge panel brings forward top winners that will be called to pitch
April 29th, April 30th, and May 1st	Pitch Presentations	Rotation of pitch judges representing each locality called forward
May 14th	GAUNTLET Graduation and Awards Ceremony	Central Location

Class locations options:

Dabney S. Lancaster Community College Rockbridge Regional Center

35 Vista Links Drive,
Buena Vista, VA 24416

Dabney S. Lancaster Community College

1000 Dabney Drive, Clifton Forge, VA 24422
(Warren Hall, Room 424)

Vinton War Memorial

814 E Washington Avenue, Vinton, VA 24179

Buchanan Community House

421 Lowe Street, Buchanan, VA 24066