

# THE GAUNTLET

## 2019 Calendar

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

Date:	Topic:	Details:
February 5 <sup>th</sup>	Orientation	Welcome and introductions with Economic Development and Chamber of Commerce
February 12 <sup>th</sup>	Market Analysis	Business model, distribution, optimize strategic business planning
February 19 <sup>th</sup>	Small Group Working Session	Entrepreneurial Showcase, Mentors/entrepreneurs work sessions, action items for Strategic Business Playbook, customer discovery
February 26 <sup>th</sup>	Market Advantage	Market overview, customer segments, competitive edge
March 5 <sup>th</sup>	Small Group Working Session	Entrepreneurial Showcase, Mentors/entrepreneurs work sessions, action items for Strategic Business Playbook, customer discovery
March 12 <sup>th</sup>	Budget and Cash Flow	Development of effective budget, tracking mechanisms
March 19 <sup>th</sup>	Dive Deeper	Entrepreneurial Showcase, workshops on Budgeting and Sources of Funding
March 26 <sup>th</sup>	Small Group Working Session	Entrepreneurial Showcase, Mentors/entrepreneurs work sessions, action items for Strategic Business Playbook, customer discovery
April 2 <sup>nd</sup>	Marketing and Sales Strategy	Marketing and sales strategies, customer acquisition
April 9 <sup>th</sup>	Dive Deeper	Entrepreneurial Showcase, workshop on Guerrilla Marketing
April 16 <sup>th</sup>	Strategic Business Playbooks Due, End of Class Celebration Event	Ballast Point
April 17 <sup>th</sup> – 26 <sup>th</sup>	Strategic Business Playbook Judging	Based on locality and track (High-Growth, Main Street)
April 26 <sup>th</sup>	Finalists Announced	TBD
April 30 <sup>th</sup> , May 1 <sup>st</sup> , & May 2 <sup>nd</sup>	Pitch Presentations	TBD
May 16 <sup>th</sup>	<b>GAUNTLET Awards Ceremony</b>	Vinton War Memorial

### Class location options:

**The Humble HIVE:** 601 11<sup>th</sup> Street NW, Roanoke, VA 24017

**Vinton War Memorial:** 814 E Washington Avenue, Vinton, VA 2417

**Dabney S. Lancaster Community College:** 1000 Dabney Drive, Clifton Forge, VA 24422 (Warren Hall, Room 424)

Questions? Please contact Kathleen Carr.  
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