

# THE GAUNTLET

## 2019 Calendar

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

Date:	Topic:	Details:
February 5 <sup>th</sup>	Orientation	General discussion, DISC, communication and time management
February 12 <sup>th</sup>	Market Analysis	Business model, optimize strategic business planning
February 19 <sup>th</sup>	BID Teams*	Think Tank Sessions
February 26 <sup>th</sup>	Market Advantage	Market overview, customer segments, competitive edge
March 5 <sup>th</sup>	BID Teams*	Think Tank Sessions
March 12 <sup>th</sup>	Budget and Cash Flow	Development of effective budget, tracking mechanisms
March 19 <sup>th</sup>	Work Day	Entrepreneurial showcase, quick workshop, help with Strategic Business Playbook
March 26 <sup>th</sup>	BID Teams*	Think Tank Sessions
April 2 <sup>nd</sup>	Marketing and Sales Strategy	Marketing and sales strategies, customer acquisition
April 9 <sup>th</sup>	Work Day	Entrepreneurial showcase, quick workshop, help with Strategic Business Playbook
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> , and May 2 <sup>nd</sup>	Pitch Presentations	TBD
May 16 <sup>th</sup>	<b>GAUNTLET Awards Ceremony</b>	Vinton War Memorial

\*BID (Business Innovation and Development) Teams: The Advancement Foundation will match your business up with a team made from a mix of mentors, industry experts, and students to address current and potential hurdles and goals within your business.

### **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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