

# 2024 small-biz.xlr8 Session Agenda

## July 9-In Person Midland Campus, CEED Bldg-Discovery Classroom

- Defining the Market Problem video (18 min)- Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad
- Financial Management for Business Owners: Best Practices, Tyler Patton, UTPB SBDC

## July 16-Virtual

- Understanding your Value Proposition (25 min)-Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad
- Communicating Your Sales Message (26 min)-Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad

## July 23-Virtual

- Building Sales Channels (23 min)- Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad
- Linking your Sales Plan budget (32 min)- Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad

## July 30-In Person Midland Campus, CEED Bldg-Discovery Classroom

- Defining Goals and Plans (26 min)-Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad
- Building a Growth Roadmap (35 min)-Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad
- Building a Financial Performance Improvement Plan, Tyler Patton, UTPB SBDC

## August 6-Virtual

- Pitching for Partnerships (41 min)-Dr. Gregory Pogue, IC<sup>2</sup>
- Presentation-Danna Church, Blackstone LaunchPad
- Creating the Pitch Document, Tyler Patton, UTPB SBDC

## August 13-In Person Midland Campus, CEED Bldg-Discovery Classroom

- Certificate of Completion Ceremony