

## The INC.ubator Fall Semester 2020 program

- Meeting Wednesdays 4:00 - 5:30 | Virtual Interactive Workshops starting on September 16
- IMPORTANT: Students that complete 8 of the 11 sessions will receive a SUNY Certificate of completion.

### Section 1: Being an Entrepreneur

**September 16** – INC.ubator LAUNCH! Welcome. Program Contents. Your Expectations. Our Resources.

Guest Speaker: Local entrepreneur

**September 23** – SKILL DEVELOPMENT. Developing your creative confidence. Creative Thinking expert guest speaker.

**September 30** – WORKSHOP: Identifying your business idea, where is the gap?

### Section 2: The Entrepreneurial Journey

**October 7 (4:30)** – THE VOICE OF THE ENTREPRENEUR: *Session 1 [Bengal Stripes Leadership](#)*.

Guest Speaker: Local entrepreneur

**October 14** – SKILL DEVELOPMENT: Entrepreneurship & Motivation. How might entrepreneurs get motivated and maintain their motivation? Expert guest speaker.

**October 21** – WORKSHOP: Target market definition & empathy map. Polishing value proposition.

### Section 3: The Entrepreneur Driving Innovation

**October 28** – THE VOICE OF THE ENTREPRENEUR: Guest Speaker: Local entrepreneur

**November 4 (4:30)** – *Session 2 [Bengal Stripes Leadership](#)*. Solving a problem through a new product.

**November 11**– WORKSHOP: Innovation Through Collaboration, Enhanced Product/Service.

### Section 4: The Entrepreneur Leading Others

**November 18**: WORKSHOP: Discovering your Leadership Style. Leadership Development Expert guest speaker.

**November 25**: Final Presentations, Certificate Award Ceremony.

Invitation for Spring Business Plan Competition

Guest Speaker, NY Business Plan Winner 2020 DooProcess, Chad Williams Testimonial.