



MI-CAN Cohort Schedule

Session 1

Week 1	Entrepreneurial Readiness
Week 2	Customer Discovery
Week 3	Nailing your Value Proposition and Messaging
Week 4	Telling your Tech Story
Week 5	Perfect Your Pitch
Week 6	Successfully Navigating Bias, Barriers, & Bureaucracy
Week 7	ABC's of SBIR & Obstacles that POC face to obtain SBIR /STTR
Week 8	Early Strategic Partnerships
Week 9	Intro to Fundraising

Cohort Schedule:

Webinars are on Monday's and Wednesday's and will begin at 11:00 am and last no more than an hour. Applicants are required to participate.

January 16, 2023

Entrepreneurial Readiness - (on-demand)

Being your own boss is an exciting idea, but self-employment isn't for everyone. If you're starting a business, you'll want to consider whether you're suited for it, both personally and professionally. In this webinar, we will touch on areas to help you determine your entrepreneurial readiness. This includes evaluating if this is the right time to start a business, if you have the freedom, flexibility, and resources to get started. As well as evaluating your health and stamina, along with balancing family and business obligations, and much more.

January 18, 2023

Entrepreneurial Readiness - (Live)

Discuss webinar topic for the week (Entrepreneurial Readiness) along with open group / peer discussion.

January 23, 2023

Customer Discovery and Journey Mapping - (on-demand)

This webinar provides a basic overview on understanding Customer Discovery, why it is important, how to identify your customer and their needs so you can build the right product or service for them, defining assumptions, developing a problem statement and a solution.

January 25, 2023

Customer Discovery and Journey Mapping - (Live)

Discuss webinar topic for the week (Customer Discovery) along with open group / peer discussion. Also, will review ecosystem resources that can help you get the information you need.

February 1, 2023

Nailing your Value Proposition and Messaging

Guided workshop on framing your problem and solution.

February 8, 2023

Telling your Tech Story

Learn storytelling techniques to engage audiences.

February 13, 2023

Perfect Your Pitch - (on-demand)

A pitch competition is a great way to get your product, idea, or innovation in front of funders, potential business partners, and industry experts. This webinar covers the two most essential elements of every business pitch—content and delivery. We'll discuss the must-have content categories of every successful business pitch, we'll look at lots of pitch deck examples, plus you'll learn the insider secrets to delivering your live presentation.

February 15, 2023

Perfect Your Pitch - (Live)

Discuss webinar (Perfecting your pitch) topic for the week along with open group / peer discussion.

February 20, 2023

Successfully Navigating Bias, Barriers, & Bureaucracy, part 1

Historic racial, gender, and economic disparities prevent all entrepreneurs from accessing the information and resources they need to equitably participate in the economy and to grow wealth. This two-part program is designed to help entrepreneurs successfully navigate personal biases, systemic barriers, and institutional bureaucracy that can serve as obstacles along the journey to launch and grow their business(es). This unique training will give aspiring and existing entrepreneurs an uncommon peek behind the curtain to help them gain an understanding of the priorities, protocols, and practices of the organizations and institutions that make up the human and structural ecosystem which entrepreneurs must traverse. Along the way, we'll provide insights, strategies, and tips to leverage that ecosystem to build key relationships, gain champions, and follow the most effective path to find the knowledge and resources to reach your entrepreneurial goals with the least amount of friction.

February 22, 2023

Successfully Navigating Bias, Barriers, & Bureaucracy, part 2

February 27, 2023

ABC's of SBIR / STTR

Find out about how these two programs can provide a source of R&D funding between the initial development of your innovative idea and proof that it has potential in the marketplace Covers SBIR/STTR eligibility requirements, participating agencies, the differences between SBIR and STTR and more.

March 1, 2023

Obstacles that POC face to obtain SBIR / STTR

Identify and cultivate strong support systems along the process. A guided discussion on performing individual ecosystem assessment and network audit.

March 8, 2023

Early Strategic Partnerships

Learn how to identify potential partners, articulate strategic fit, and cultivate mutually beneficial business relationships.

March 15, 2023

Intro to Fundraising

Angel and VC Opportunities. Guided discussion on milestones for funding, sources and what it means for your company.

March 23, 2023

Time: TBD

Pitch Competition