



The Virginia She Served Business Builder Initiative Cohort Fall 2025 Class Schedule

Sessions begin at 12:00pm

(Please sign in at 11:45 to make sure you are connected - attendance will be recorded)

Date//Time/Duration	Course Title	Objective
Facilitated by the Women's Business Center of Northern Virginia		
Program Launch 09/25/2025 12-1:15pm	Cohort Onboarding/Program Overview Business Resources Personal SWOT Analysis – Homework Assignment	Welcome and Program Expectations Participants will receive an overview of available business resources from SBA and SBSD program managers. Participants will understand what it takes to be a successful entrepreneurship and if they are willing to continue with the program.
Session 1 10/2/2025 12-1:15pm	Business Plan Overview, Choosing Your Business Entity & Registering The Executive Summary	Participants will understand how to establish their business and learn how to summarize their business efficiently.
Session 2 10/9/2025 12-1:15pm	Market Research and Competitive Analysis Targeting Your Customers and Developing a Marketing Plan	Participant will have an understanding on how to use the tools available for market research and how to determine their target customers and best ways to reach them
Session 3 10/16/2025 12-1:15pm	Budgeting, Banking and Financial Management Recordkeeping and Taxes Cashflow Projections/Statements	Participants will learn how to separate business expenses from personal accounts (move money in and out of the business) and how to present cashflow statements. Understanding the organization of receipts and files for tax season.
Session 4 10/23/2025 12-1:15pm	Credit Quality/Know Your Loans	Participants gain knowledge in building reliable credit, learn the loan process and requirements What types of loan products are available.

Facilitated by APEX Virginia		
Session 5 10/30/2025 12-1:15pm	Government Contracting 101: How to Prepare Successfully	Participants will learn about this process and how to prepare for government contracting
Session 6 11/6/2025 12-1:15pm	Marketing to the Government	Participants will learn how to market to the government, (Business-to-Government - B2G) and how tapping into this vast and stable market may expand their operations.
	Capability Statements	Basic overview of the components to create a strong capability statement.
Session 7 11/13/2025 12-1:15pm	Proposal Writing 1	Participants will learn the basics for writing a proposal.
Session 8 11/20/2025 12-1:15	Virginia SWaM Certification Presented by the Virginia Department of Small Business & Supplier Diversity	In-depth overview of the SWaM Certification program, benefits and application process.
Program Complete 12/4/2025 12-1:30pm	Final Wrap Up	Summary review of each session.
	Elevator Pitch	Each business will give a 1-minute elevator pitch.
	Graduation	Final comments provided by facilitators. Certificates will be emailed following training program with hard copies sent via regular mail.