



## The Launch 2020-2021 Calendar

MONTH	TITLE	DESCRIPTION	DATE
August	The Launch Application	Applications open online.	08/13/2020
August	Info session	Participants will learn more about the competition, eligibility, requirements, etc.	Wednesday 8/19 Friday, 8/21
August	Meet-up with Jim Stovall & SCORE	Get to know other people who have ideas. Meet-ups will start at 12pm at the Trustee's Dining Room (GC. 6th floor)	Stovall Meetup 8/26 SCORE Meetup 8/28
September	Deadline to submit group applications online	Groups will send their team members info, accept terms, and provide brief business idea. <b>Deadline: 9/9/2020</b>	<b>09/09/2020</b>
September	Continue mentoring, and workshops.	Includes two mentoring sessions (team must contact mentors to schedule), workshops, meet-up on ideation.	Meet-up: 9/16 - Hammer Center at 12pm
October	Continue mentoring, workshops and monthly meet-ups	Includes two mentoring sessions (team must contact mentors to schedule), workshops (follow social media for info @stovallcenter), and one group meet-up	Meet-up: 10/2 - Hammer Center at 12pm
November	Continue mentoring, workshops and monthly meet-ups	Includes two mentoring sessions (team must contact mentors to schedule), workshops (follow social media for info @stovallcenter), and one group meet-up	Meet-up: 11/4 - Hammer Center at 12pm
December	Continue mentoring, workshops and monthly meet-ups	Includes two mentoring sessions (team must contact mentors to schedule), workshops (follow social media for info @stovallcenter), and one group meet-up	Meet-up: 12/2 - Hammer Center at 12pm
December	Deadline to submit final start-up pitch.	Teams submit final start-up pitch: executive summary; 30-60 sec pitch of start-up company. <b>Deadline: 12/15/2020</b>	<b>12/15/2020</b>
January	Shred Sessions	Groups have the opportunity to pitch their businesses and get feedback for first round presentations	01/14/2021
January	First round of competition	The first round of the competition commences with teams pitching to judges who select top teams to compete in the next round; mentoring continues	<b>01/30/2021</b>
February	Final round of competition	Groups who were selected will move on to the final round of competition	<b>02/27/2021</b>