**Big Board Icon Key**

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|  | Goals/Objectives  Entrepreneur achieves one of the three program goals identified during program’s first session |
|  | Mentor Meeting  Entrepreneur meets / coordinates call with business mentor outside of program session |
| http://www.bottleshopconcepts.com/wp-content/uploads/2015/08/download.jpeg | Elevator Pitch  Entrepreneur gives in-session pitch business to cohort members and mentors |
|  | Financials  Entrepreneur revisits / revises financial statement with assistance from business mentor(s) |
| Related image | Customer Interview  Entrepreneur conducts customer interview(s) |
|  | Sales  Entrepreneur complete sale(s) / adds new contract(s) during the previous week |
|  | Extra Credit  Entrepreneur attends optional Start:ME session (i.e. Excel Prep) or completes other task(s) that contributes to the development of their business (i.e. website development, marketing, etc.) |