

<b>BeyondSKU Track 5 2024</b>	
<b>Dates</b>	<b>Classes</b>
<b>Thursday, September 12, 2024</b>	<b>Mentor Orientation + Launch Party</b>
<b>Tuesday, September 24, 2024</b>	Company Orientation Class 1 - Vision + Purpose Class 1 - How to set up your company for SUCCESS
<b>Tuesday, October 1, 2024</b>	Class 2 - Brand Positioning Class 2 - SWOT Analysis & Target Consumer
<b>Tuesday, October 8, 2024</b>	Class 3 - Entrepreneurship Class 3 - Intro to NIQ/Market Intelligence
<b>Tuesday, October 15, 2024</b>	Class 4 - Sales Presentations Class 4 - Channel Strategy
<b>Tuesday, October 22, 2024</b>	Class 5 - Buyers Panel Class 5 - PR
<b>Tuesday, October 29, 2024</b>	Class 6 - Packaging Class 6 - Operations
<b>Tuesday, November 5, 2024</b>	Class 7 - Innovation Class 7 - Labeling and Safety FDA
<b>Tuesday, November 12, 2024</b>	Class 8 - Finance 101 Class 8 - Investor Panel
<b>Tuesday, November 19, 2024</b>	Class 9 - Team Building Class 9 - Amazon Info and Q&A
<b>Tuesday, December 3, 2024</b>	Class 10 - D2C - Winning online, in store Class 10 - Tradeshow & Industry Events
<b>Tuesday, December 10, 2024</b>	Class 11 - Investment Banking 101 Class 11 - Fundraising
<b>Tuesday, January 23, 2024</b>	<b>*TBD - SHOWCASE DAY</b>