

CALENDAR

Build-Up Berkeley Business Pitch Competition orientation and educational sessions will be held in person from 5:30p.m.- 7:00p.m., with 7:00p.m. to 7:30p.m. mentor sessions in the Berkeley County Development Authority conference room located at 300 Foxcroft Avenue, Suite 201, Martinsburg, WV 25401. Pitch practice and the live presentation & award night will be held during the times listed below at the Apollo Civic Theatre located at 128 E. Martin St., Martinsburg, WV 25401. ***Classes are subject to change.**

Friday, July 12, 2024

Registration opens at 8:00a.m.*

*Individuals may register by submitting their elevator pitch (up to 90 seconds) along with the Application and Participant Agreement Form on the BCDA website at www.developmentauthority.com/BuildUpBerkeley.

Registration closes at 5:00p.m.

Friday, August 9, 2024

Friday, August 16, 2024

Participants notified by 5:00p.m.*

*Participants are limited to 10.

Orientation: Participants will review the handbook and class schedule, meet their mentors, and network with fellow participants.

Thursday, August 29, 2024

Thursday, September 5, 2024

Class 1: Introduction to Small Business and Business Plan Outline Part 1. The order of presentations for live presentation & award night will be determined during this class.

Class 2: Introduction to Small Business and Business Plan Outline Part 2.

Thursday, September 12, 2024

Thursday, September 19, 2024

Class 3: Legal Entity, what you need to know about business structure.

Class 4: Financials, what you need to know about taxes, and financial statements.

Thursday, September 26, 2024

Thursday, October 3, 2024

Class 5: Credit, how to build it and how your credit score affects your business.

Class 6: Personnel and Commercial Insurance information to help you build a successful business.

Thursday, October 10, 2024

Thursday, October 17, 2024

Class 7: Marketing your business.

Business Plan due by 5:00p.m.*

*Business Plan is to be submitted via the link provided.

Thursday, October 24, 2024

Thursday, October 24, 2024

Class 8: Pitch practice, 5:30p.m-8:00p.m. Flash drive with PowerPoint Presentation due.

2024 Build-Up Berkeley Business Pitch Competition Live Presentation & Awards (open to the public).
5:00p.m. - 8:00p.m.

Friday, November 1, 2024