

#LEADLIKEAGIRL

A CONFERENCE FOR RISK-TAKERS AND CHANGEMAKERS

Business Fair Timeline

In order to stay on track for the #LEADLIKEAGIRL conference on April 4, be sure to pace yourself while you work on your business project. Make a schedule of deadlines for yourself so you don't leave too much work for the last minute. While the timeline below serves as a suggestion, **only the March 30 and April 4 deadlines are required for the conference.**

February 1

- Choose your target audience
- Complete the market research segment of your project
- Create a list of all costs your business will face

February 15

- Complete the product design segment of your project
- Categorize all of your costs
- Organize your costs and assign values to each

March 1

- Complete the financial plan segment of your project
- Complete the dividend distribution segment of your project

March 13

- Write the executive summary for your project
- Compile your project into a business plan
- **Required: Materials submitted to atesta@stuartschool.org at Stuart Country Day School for review.**

March 30 - April 3

- **Optional:** Present your work to your advisor for feedback and make revisions as necessary in preparation for the conference.

April 4

- Set up at Stuart in the morning of the conference. Details to follow.