

Proposed 2021 Program Timeline



Effective 7/7/2021

Event	Day	Date	Time	Location	
Launch; Mix & Mingle	Wednesday	7/7/2021	11AM - 1PM	City Hall Legacy Room	
Application Open	Wednesday	7/7/2021	1:00 PM	ONLINE	
Winner Panel (Live Stream)	Wednesday	7/14/2021	6PM - 7:30PM		
Application Closed	Monday	8/2/2021	2:00 PM	ONLINE	
Orientation 1	Wednesday	7/21/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Orientation 2	Saturday	7/24/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Orientation 3	Monday	7/26/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Orientation 4	Wednesday	7/28/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Orientation 5	Saturday	7/31/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Starting a Business 1	Monday	8/9/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Starting a Business 2	Wednesday	8/11/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Starting a Business 3	Saturday	8/14/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Business Marketing 1	Monday	8/16/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Specialized Workshop - Service	Tuesday	8/17/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Business Marketing 2	Wednesday	8/18/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Business Marketing 3	Saturday	8/21/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Business Financials 1	Monday	8/23/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Business Financials 2	Wednesday	8/25/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Business Financials 3	Saturday	8/28/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Business Mentor Form Submission	Monday	8/30/2021	ONLINE	ONLINE	
Personal & Business Credit 1	Monday	8/30/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Specialized Workshop - Product	Tuesday	8/31/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Personal & Business Credit 2	Wednesday	9/1/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Personal & Business Credit 3	Saturday	9/11/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Access to Capital 1	Monday	9/13/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Access to Capital 2	Wednesday	9/15/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Access to Capital 3	Saturday	9/18/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Pitching the Business 1	Monday	9/20/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Specialized Workshop - Innovation	Tuesday	9/21/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Pitching the Business 2	Wednesday	9/22/2021	6PM - 7:30PM	ONLINE	REGISTER HERE
Pitching the Business 3	Saturday	9/25/2021	10AM - 11:30AM	ONLINE	REGISTER HERE
Contingency Make Up	Monday	9/27/2021	6PM - 7:30PM	ONLINE	TBD
Contingency Make Up	Wednesday	9/29/2021	6PM - 7:30PM	ONLINE	TBD
Contingency Make Up	Saturday	10/2/2021	10AM - 11:30AM	ONLINE	TBD
Final Mentor Forms Submission	Monday	10/4/2021	ONLINE	ONLINE	
Final Liftoff Houston Evaluation	Monday	10/4/2021	ONLINE	ONLINE	
Business Plan Submission	Friday	10/8/2021	ONLINE	ONLINE	
Business Plan & Pitch Coaching	Monday	10/11/2021	10AM - 11:30AM		REGISTER HERE
Business Plan & Pitch Coaching	Wednesday	10/13/2021	6PM - 7:30PM		REGISTER HERE
Contestant Eligibility Review	Monday	10/11/2021			
Business Plan Judging	Monday	10/18/2021			
Finalist Notification	Monday	10/25/2021			
Finalist Interviews/Taping	Friday	10/29/2021	9AM - 2PM		
Pitch Presentations Due	Friday	10/29/2021	2PM		
Walk-Through for Pitch Day/Set Up	Friday	11/5/2021	3PM		
Pitch Day	Saturday	11/6/2021	10AM - 2PM		

[RSVP for any of the workshops via Eventbrite.](#)