

# 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	7/27/2021	6PM - 7:30PM		
<b>Application Closed</b>	<b>Monday</b>	<b>8/2/2021</b>	<b>2:00 PM</b>	<b>ONLINE</b>	
Orientation 1	Wednesday	7/21/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Orientation 2	Saturday	7/24/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Orientation 3	Monday	7/26/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Orientation 4	Wednesday	7/28/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Orientation 5	Saturday	7/31/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Starting a Business 1	Monday	8/9/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Starting a Business 2	Wednesday	8/11/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Starting a Business 3	Saturday	8/14/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Business Marketing 1	Monday	8/16/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Specialized Workshop - Service	Tuesday	8/17/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Business Marketing 2	Wednesday	8/18/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Business Marketing 3	Saturday	8/21/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Business Financials 1	Monday	8/23/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Business Financials 2	Wednesday	8/25/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Business Financials 3	Saturday	8/28/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
<b>Business Mentor Form Submission</b>	<b>Monday</b>	<b>8/30/2021</b>	<b>ONLINE</b>	<b>ONLINE</b>	
Personal & Business Credit 1	Monday	8/30/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Specialized Workshop - Product	Tuesday	8/31/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Personal & Business Credit 2	Wednesday	9/1/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Personal & Business Credit 3	Saturday	9/11/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Access to Capital 1	Monday	9/13/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Access to Capital 2	Wednesday	9/15/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Access to Capital 3	Saturday	9/18/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
Pitching the Business 1	Monday	9/20/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Specialized Workshop - Innovation	Tuesday	9/21/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Pitching the Business 2	Wednesday	9/22/2021	6PM - 7:30PM	ONLINE	<a href="#">REGISTER HERE</a>
Pitching the Business 3	Saturday	9/25/2021	10AM - 11:30AM	ONLINE	<a href="#">REGISTER HERE</a>
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
<b>Final Mentor Forms Submission</b>	<b>Monday</b>	<b>10/4/2021</b>	<b>ONLINE</b>	<b>ONLINE</b>	
<b>Final Liftoff Houston Evaluation</b>	<b>Monday</b>	<b>10/4/2021</b>	<b>ONLINE</b>	<b>ONLINE</b>	
<b>Business Plan Submission</b>	<b>Friday</b>	<b>10/8/2021</b>	<b>ONLINE</b>	<b>ONLINE</b>	
<b>Business Plan &amp; Pitch Coaching</b>	<b>Monday</b>	<b>10/11/2021</b>	<b>10AM - 11:30AM</b>		<a href="#">REGISTER HERE</a>
<b>Business Plan &amp; Pitch Coaching</b>	<b>Wednesday</b>	<b>10/13/2021</b>	<b>6PM - 7:30PM</b>		<a href="#">REGISTER HERE</a>
<b>Contestant Eligibility Review</b>	<b>Monday</b>	<b>10/11/2021</b>			
<b>Business Plan Judging</b>	<b>Monday</b>	<b>10/18/2021</b>			
<b>Finalist Notification</b>	<b>Monday</b>	<b>10/25/2021</b>			
<b>Finalist Interviews/Taping</b>	<b>Friday</b>	<b>10/29/2021</b>	<b>9AM - 2PM</b>		
<b>Pitch Presentations Due</b>	<b>Friday</b>	<b>10/29/2021</b>	<b>2PM</b>		
<b>Walk-Through for Pitch Day/Set Up</b>	<b>Friday</b>	<b>11/5/2021</b>	<b>3PM</b>		
<b>Pitch Day</b>	<b>Saturday</b>	<b>11/6/2021</b>	<b>10AM - 2PM</b>		

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

Last Updated: 7/22/2021