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| **Stages** | **Date** | **Format** | **Description** |
| **Registration of participants** | March 6 – March 23 | Online | Enrolment for the program |
| **Webinar from Bank CenterCredit** | March 26 | Online webinar in Zoom | Official announcement of the project and competition launch |
| **Module 1: Finance** | March 27 – April 7  Webinar 1 - March 27  Webinar 2 - March 31  Webinar 3 - April 3  Webinar 4 - April 7 | Online webinar in Zoom | 3 webinars on the topic of the module:  1. Business plan structure and overall budget  2. Operational costs and cost price  3. Financial model and financial analysis  1 additional webinar:  Analysis, risk assessment and typical mistakes  Mandatory test to confirm completion of the module (up to 10 questions) |
| **Webinar from Mastercard** | April 10 | Online webinar in Zoom | Webinar on Facilitation of Daily Payments of your Business with Mastercard Business |
| **Module 2: Marketing** | April 14 – April 24  Webinar 1 - April 14  Webinar 2 - April 17  Webinar 3 - April 21  Webinar 4 - April 24 | Online webinar in Zoom | 3 webinars on the topic of the module:  1. Market analysis: target audience, competitors and market size  2. Product strategy: product line, unique selling proposition  3. Promotion strategy: promotion channels, advertising, PR  1 additional webinar:  ⁠Using AI for business  Mandatory test to confirm completion of the module (up to 10 questions) |
| **Module 3: Sales** | April 28 – May 8  Webinar 1 - April 28  Webinar 2 - May 1  Webinar 3 - May 5  Webinar 4 - May 8 | Online webinar in Zoom | 3 webinars on the topic of the module:  1. Development of sales strategy and organization of the sales process  2. Pricing strategies  3. Sales volume forecast.  1 additional webinar:  Sales automation  Mandatory test to confirm completion of the module (up to 10 questions) |
| **EBRD webinar** | April 30 | Online webinar in Zoom | Webinar on “Business Mentoring: How to Accelerate Growth and Avoid Mistakes” |
| **BCC webinar** | May 12 | Online webinar in Zoom | Webinar on “Brief Introduction to Banking Products for Business” |
| **Q&A sessions** | May 15  May 19 | Online webinar in Zoom | 1 online Q&A session on the Finance module  1 online Q&A session on the Marketing and Sales modules  Experts will be available for 2 group Q&A sessions on the module topics to give more specific recommendations and answer questions. |
| **Application period** | May 9 – May 22 | Online | Collection of applications (business plans) for competition |
| **Assessment of works** | May 23 – June 1 | - | Assessment of business plans by a competent independent jury |
| **Forum and awards** | June 7 | Award ceremony in Almaty (forum) | Panel sessions  Announcement and awarding of winners  Presentation of grants and additional prizes |