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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 7Webinar 1 - March 27Webinar 2 - March 31Webinar 3 - April 3Webinar 4 - April 7 | Online webinar in Zoom | 3 webinars on the topic of the module:1. Business plan structure and overall budget2. Operational costs and cost price3. Financial model and financial analysis1 additional webinar:Analysis, risk assessment and typical mistakesMandatory 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 24Webinar 1 - April 14Webinar 2 - April 17Webinar 3 - April 21Webinar 4 - April 24 | Online webinar in Zoom | 3 webinars on the topic of the module:1. Market analysis: target audience, competitors and market size2. Product strategy: product line, unique selling proposition3. Promotion strategy: promotion channels, advertising, PR1 additional webinar:⁠Using AI for businessMandatory test to confirm completion of the module (up to 10 questions) |
| **Module 3: Sales** | April 28 – May 8Webinar 1 - April 28Webinar 2 - May 1Webinar 3 - May 5Webinar 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 process2. Pricing strategies3. Sales volume forecast.1 additional webinar:Sales automationMandatory 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 15May 19 | Online webinar in Zoom | 1 online Q&A session on the Finance module1 online Q&A session on the Marketing and Sales modulesExperts 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 sessionsAnnouncement and awarding of winnersPresentation of grants and additional prizes |