

FastTrac®
 August 29 — November 21, 2024
 Thursdays 6:00 – 7:30 pm central
 Facilitator: Paula Bell

Program Description:

In this 8-week online program, aspiring and early-stage entrepreneurs will develop and refine a business concept, taking it through each step of the business planning process. Through readings, research, and discussion, participants will plan and analyze their entrepreneurial vision by creating a thoroughly researched and tested Business Plan.

Resources:

- FastTrac online content
- Guest speakers (TBD)
- Business coaches
- Any local resources facilitator wants to add

Desired Outcomes:

- Participants can apply the key elements of successful entrepreneurship
- Completed business plan

Requirement to Complete:

- Pitch presentation of business

Tentative Schedule:

Week	Date	Topic	Session includes:
1	Aug 29	<u>The Entrepreneurial Lifestyle</u> <ul style="list-style-type: none"> • Looking ahead to the Entrepreneurial Lifestyle • Taking the Leap • Characteristics of Entrepreneurs • Determining Your Personal Vision • Determining Your Professional Goals • Assessing Your Ideas • Looking Back at the Entrepreneurial Lifestyle 	Get acquainted Participant concepts & expectations <u>Facilitated activities & discussion</u> <ul style="list-style-type: none"> • Personal Vision Statement
IDEATE			
1	Aug 29	<u>From Idea to Business Concept</u> <ul style="list-style-type: none"> • Looking Ahead to From Idea to Business Concept • Key Considerations • Talking About Your Idea • Creating an Elevator Pitch • Entrepreneurial Risks • Co-Founding Considerations • Looking Back at From Idea to Business Concept • IDEATE Knowledge Checks • IDEATE Module Feedback 	<u>Hands-on activities and coaching</u> <ul style="list-style-type: none"> • Talking About Your Idea • Business Concept Statement • Elevator Pitch
POSITION			

Week	Date	Topic	Session includes:
2	Sep 4	Skills Workshop Customer Development (90-minute)	
2	Sep 5	Market Research <ul style="list-style-type: none"> Looking Ahead to Market Research What is Market Research, and Why Should You Do It? Talking to People The Importance of Features and Benefits How to Conduct Market Research 	Entrepreneur's exchange Marketing pitch Q&A Hands-on activities <ul style="list-style-type: none"> Features and Benefits Market research ideas
		Market Research <ul style="list-style-type: none"> Do You Know Your Customer? Your Customer Profile Market Analysis Do You Know Your Competitors? Your Competitive Advantage Do You Know Your Industry? Purpose of Your Produce/Service Looking Back at Market Research 	Debrief/questions Hands-on activities and coaching <ul style="list-style-type: none"> Who is My Customer? B2C Target Customer Profile B2B Target Customer Profile Market Analysis Competitor Research Plan Competitive Analysis Chart Competitive Analysis Industry Profile Product/Service Plan
3	Sep 12	Business Model Design <ul style="list-style-type: none"> Looking Ahead to Business Model Design Design Process Build, Borrow, or Tweak Business Model Canvas Introduction Business Model Canvas Examples Looking Back at Business Model Design 	Entrepreneur's exchange Marketing pitch Q&A Facilitated activities & discussion <ul style="list-style-type: none"> Value Proposition Minimum Viable Product (MVP) Business Model Canvas
		Pricing Strategy <ul style="list-style-type: none"> Looking Ahead to Pricing Strategy General Principles The Pricing Process Tips for Pricing Services Creating a Price List Looking Back at Pricing Strategy 	Debrief/questions Hands-on activities and coaching <ul style="list-style-type: none"> Pricing Worksheet
4	Sep 18	Legal Strategy <ul style="list-style-type: none"> Looking Ahead to Legal Strategy Six Forms of Doing Business Looking Back at Legal Strategy 	Entrepreneur's exchange Marketing pitch Q&A Hands-on activities and coaching <ul style="list-style-type: none"> Marketing and Organization Plan: Legal Form of Business
		Business Exits <ul style="list-style-type: none"> Looking Ahead to Business Exits Why Plan for the End at the Beginning? Types of Exit Strategies Looking Back at Business Exits POSITION Knowledge Checks 	Debrief/questions Hands-on activities and coaching <ul style="list-style-type: none"> Exit Strategy

Week	Date	Topic	Session includes:
		<ul style="list-style-type: none"> • POSITION Module Feedback 	
COMMIT			
4	Sep 18	<p><u>Reaching the Market</u></p> <ul style="list-style-type: none"> • Looking Ahead to Reaching the Market • Creating a Brand • Picking a Brand Name • Communicating Your Brand Promise • Develop a Marketing Strategy • Select Marketing Channels • Digital Marketing • Designing Marketing Materials • Getting Your Customers' Attention • Looking Back at Reaching the Market <p><u>Distribution and Sales</u></p> <ul style="list-style-type: none"> • Looking Ahead to Distribution and Sales • Distribution • Sales • Looking Back at Distribution and Sales 	<p>Entrepreneur's exchange Marketing pitch Q&A Facilitated activities & discussion</p>
5	Sep 26	<p><u>Financial Management Cycle</u></p> <ul style="list-style-type: none"> • Looking Ahead to Financial Management Cycle • Predict, Measure, Analyze, Predict Again • Looking Back at Financial Management Cycle <p><u>Sales Projections</u></p> <ul style="list-style-type: none"> • Looking Ahead to Sales Projections • Identifying and Projecting Sales • Looking Back at Sale Projections <p><u>Cost Projections</u></p> <ul style="list-style-type: none"> • Looking Ahead to Cost Projections • Startup Costs • Cost of Goods Sold (COGS) • Operating Expenses • Looking Back at Cost Projections 	<p>Entrepreneur's exchange Marketing pitch Q&A <u>Facilitated activities & discussion</u></p> <ul style="list-style-type: none"> • Three Sales Projection Methods • Financial Forecast Introduction • Financial Model
6	Sep 30	<p><u>Intellectual Property</u></p> <ul style="list-style-type: none"> • Looking Ahead to Intellectual Property • What is IP? • Working with an IP Attorney • Trademarks • Copyright • Patents • Trade Secret • Confidential Information • Licensing Technology • Protecting Your IP from Within 	<p>Debrief/questions Financial template practice Hands-on activities</p>

Week	Date	Topic	Session includes:
		<u>Complying with Laws, Regulations, and Contracts</u> <ul style="list-style-type: none"> Looking Ahead to Complying with Laws, Regulations, and Contracts Complying with Laws and Regulations Contracts Looking Back at Complying with Laws, Regulations, and Contracts COMMIT Knowledge Checks COMMIT Module Feedback	
6	Oct 2	<u>Skills Workshop</u> Financials & Projections (90-minute)	
REFINE			
7	Oct 7	<u>Building the Organization and Team</u> <ul style="list-style-type: none"> Looking Ahead to Building the Organization and Team Filling Management Roles Management Team Compensation Recruiting and Hiring Capable, Self-Motivated People Outside Resources Board of Directors and Advisory Boards Looking Back at Building the Organization and the Team 	Entrepreneur's exchange Marketing pitch Q&A Facilitated activities & discussion
		<u>Your Cash Needs and When You Might Earn a Profit</u> <ul style="list-style-type: none"> Looking Ahead to Your Cash Needs and When You Might Earn a Profit Cash Flow Measuring Cash Flow Break Even Point Looking Back at Your Cash Needs and When You Might Earn a Profit	Debrief/questions Hands-on activities and coaching Plus/Delta
		<u>Refining Financial Assumptions and Seeking Funding</u> <ul style="list-style-type: none"> Looking Ahead to Reining Financial Assumptions and Seeking Funding Refining Assumptions Your Funding Needs Your Funding Goals Funding Sources How to Approach Funders Looking Back at Refining Financial Assumptions and Seeking Funding	Entrepreneur's exchange Q&A Facilitated activities & discussion
8	Oct 16	<u>Skills Workshop</u> Go to Market Strategies (90-minute)	

Week	Date	Topic	Session includes:
8	Oct 17	<p><u>Putting Together a Business Plan</u></p> <ul style="list-style-type: none"> • Looking Ahead to Putting Together a Business Plan • Do You Need a Business Plan? • The Final Details • Assembling Your Business Plan • Evaluating Your Business Plan • Presenting Your Business Plan • Looking Back at Putting Together a Business Plan • REFINE Knowledge Checks • REFINE Module Feedback 	<p>Debrief/questions Hands-on activities and coaching Plus/Delta</p>
LAUNCH			
9	Oct 24	<p><u>Launch</u></p> <ul style="list-style-type: none"> • Looking Ahead to Launch • Planning for Launch • Looking Back at Launch <p><u>Leading the Organization</u></p> <ul style="list-style-type: none"> • Looking Ahead to Leading the Organization • Starting Out • Avoiding Pitfalls • Getting Support • Giving Back • Entrepreneurial Leadership & DEI • Your Changing Role • Strengthening Your Management Team • Being an Inspiring Leader • Looking Back at Leading the Organization <p><u>Culture</u></p> <ul style="list-style-type: none"> • Looking Ahead to Culture • Setting Your Organizational Culture • Reinforcing a Healthy Culture • Looking Back at Culture 	<p>Entrepreneur's exchange Q&A Facilitated activities & discussion</p>
10	Oct 31	<p><u>Measuring and Analyzing Financial Results</u></p> <ul style="list-style-type: none"> • Looking Ahead to Measuring and Analyzing Financial Results • Comparing Results with Projections • Analyze Profits on the Income Statement • Inventory Management • Collecting Accounts Receivable • Minimizing Liabilities • Operating Controls • Looking Back at Measuring and Analyzing Financial Results <p><u>Process Optimization</u></p> <ul style="list-style-type: none"> • Looking Ahead to Process Optimization • Creating an Operational Systems Workflow • Measuring Performance • Achieving Clarity for the Future • Looking Back at Process Optimization 	<p>Debrief/questions Hands-on activities and coaching Guidelines for presentation Plus/Delta</p>

Week	Date	Topic	Session includes:
		LAUNCH Knowledge Checks LAUNCH Module Feedback	
11	Nov 6	Skills Workshop Presenting the Pitch (90-minute)	
11-13	Nov 21	Presentation	Presentation of Business Pitch