

## You had the idea. Now what?

The idea. That's where it starts. Now what do you do with it? You could start a business – but could you start a business? Find the answer with FastTrac NewVenture.

FastTrac NewVenture is a flexible course with a proven framework and network of connections to support you as you start a business and begin your journey on the road to success.

## Course Overview

This immersive course is designed to provide guidance and support in a group-oriented environment. You'll work with others to:

- ▶ Discover how your business concept matches your personal vision.
- ▶ Align your business concept with a real market opportunity.
- ▶ Learn how to set realistic financial goals for your business.
- ▶ Determine the unique features and benefits of your product/service.
- ▶ Find your target market and discover your competitive advantage.
- ▶ Define your company's brand.
- ▶ Learn how to manage business functions and develop an organizational culture.
- ▶ Determine the steps to profitability.
- ▶ Identify potential sources of funding for your business.
- ▶ Find the available resources in your community for ongoing business planning.

### Startup Your Idea.

Eight out of ten FastTrac NewVenture participants say that the course provided them with the knowledge and skills to start their businesses.



“FastTrac helped me really think through my business, from marketing to starting costs to legal requirements and even what I plan as my business destination. I highly recommend it to anyone considering or already in a business.” ~ *Andy T., FastTrac Graduate*

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To learn more about FastTrac visit [fasttrac.org](http://fasttrac.org)

## Is FastTrac NewVenture right for me?

**Q:** Do I have the time necessary?

**A:** The best way to get the most from FastTrac NewVenture is by investing the necessary time and energy, and that can be difficult with so much going on. That's why NewVenture offers flexibility through night, weekend, and online sessions designed to fit the schedules of busy professionals.

**Q:** What can I expect from FastTrac NewVenture?

**A:** FastTrac NewVenture is designed to provide the essential framework for starting a business. It helps you think critically about your idea and determine its true feasibility in the market. For some, that means developing a finished business plan and launching a business. For others, it means realizing that maybe this idea won't work but another could.

**Q:** Who else will be there?

**A:** From seasoned entrepreneurs to accomplished guest speakers to ambitious peers and more, you'll begin cultivating a powerful community through a network of connections. Each person will share unique experiences and perspectives on what it takes to be successful when starting out in business.

**Q:** What if I decide that my business idea won't work?

**A:** Don't stop there. Not every idea will work out, but once you understand all that goes into starting a business, you'll be better prepared for future efforts. And, with the strong network of connections you tap into with FastTrac NewVenture, you'll be able to get important feedback and help from people who've been in your exact situation.

### Getting started.

- ▶ Learn the ins and outs of launching a new business.
- ▶ Identify your best, most profitable customer.
- ▶ Discover the true cost of operating a business.
- ▶ Meet other aspiring entrepreneurs who will provide support throughout the course and beyond.
- ▶ Take your idea and develop a workable action plan.