

# KAUFFMAN FAST TRAC®



## Students Learn

- *Ideate*
- *Position*
- *Commit*
- *Refine*
- *Launch*

## For More Information:

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## You have an idea for a business. Now what?

The idea. That's where it starts. Now what do you do with the idea? You could start a business — but could you start a viable business? Find the answer with Kauffman FastTrac®. Kauffman FastTrac® is a flexible course with a solid framework to support you as you start a business and begin your journey to success. This immersive course is designed to provide information, tips, exercises and tools to help you think about your business idea.

### You'll work 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 and marketing.
- Learn how to manage business functions and develop an organizational culture.
- Determine the steps to profitability.
- Identify potential sources of funding for your business.
- Launch your business.

## Cost: \$307

Free through December 31st due to community and economic development funding received from the Greater Kanawha Foundation and the generosity of the Ewing Marion Kauffman Foundation.