



For Immediate Release

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MEDIA ADVISORY:

BridgeValley to Hold Free Entrepreneurial Courses at the GRID this Spring!

Montgomery, WV - For those interested in entrepreneurship or who have a great business idea but aren't sure how to get started, BridgeValley Community & Technical College is offering the Kauffman Foundation's FastTrac program. The free, 8-week FastTrac workshop will be held Saturdays, beginning on April 4 from 1:00 - 4:00 pm at the GRID, located at 807 2nd Avenue in Montgomery, WV.

"We are pleased to be able to offer this to the community," said BridgeValley President Dr. Eunice Bellinger. "Both the Kauffman Foundation and BridgeValley believe in creating opportunities for all individuals, regardless of their socioeconomic status. We hope individuals with ideas will attend and take the knowledge they learn through the Kauffman FastTrac program back into the community to help grow enterprise in the region."

The Kauffman FastTrac curriculum was launched by the Ewing Marion Kauffman Foundation. The Foundation believes that everyone has a fundamental right to turn an idea into economic reality, regardless of who they are or where they come from. The workshop is designed to assist aspiring entrepreneurs in clearing a path to business ownership and equips participants with business skills and insights, tools, resources and peer networks necessary to start and grow successful businesses.

"The FastTrac program provides immeasurable value to small and large communities around the country," said Kauffman Foundation Senior Director of Entrepreneurship, Philip Gaskin. "By supporting entrepreneurs in our local communities we are able to spur economic development in a way that allows individuals to take ownership of their own success. We cherish the opportunity to support these goals through the FastTrac program."

According to Gaskin, workshop participants will learn how to evaluate their ideas, position their businesses around target customers, refine their companies based on personal and professional goals and launch their business. Participants will additionally have access to planning tips and exercises through an immersive online course where they'll learn how their business concept matches their personal vision, to align their business concept with a real market opportunity, find their target market and discover their competitive advantage, determine the unique features and benefits of their product or service, set realistic financial business goals, define their company's brand and marketing, manage business functions and develop an organizational culture, determine steps to profitability, identify funding sources and launch a business.

BridgeValley will host the weekly series at the GRID (Generate, Restore, Innovate, Design), 807 2nd Avenue in Montgomery, from 1 to 4 p.m. on Saturdays, except April 11, between April 4th and June 6th. The workshop, valued at \$307, is being offered for free courtesy of The Ewing Marion Kauffman Foundation and The Greater Kanawha Valley Foundation.

Who: Anyone interested in entrepreneurship and starting their own business

What: Kauffman FastTrac® Series of Workshops

When: Saturdays, April 4 - June 6, 2020 from 1 - 4 p.m.

Where: 807 2 nd Avenue, Montgomery, WV

Cost: FREE

Registration is limited to 25 participants and must be completed by Wednesday, April 1st. Visit <https://www.eventbrite.com/e/kauffman-fasttrac-have-a-business-idea-now-what-tickets-98053872773> or call (304) 734-6700 or email GRID@BridgeValley.edu for additional information.



About BridgeValley Community and Technical College

BridgeValley Community and Technical College promotes student success, prepares a skilled workforce, and builds tomorrow's leaders by providing access to quality higher education. BridgeValley Community and Technical College will be the college of opportunity for a diverse learner population, offering leading-edge technology, innovative ideas, and dynamic service to our students and our communities. BridgeValley Community and Technical College serves a six-county region including Fayette, Raleigh, Nicholas, Clay, Putnam and Kanawha counties. The college operates two campuses in Montgomery and South Charleston, along with the addition of the new Advanced Technology Center. BridgeValley Community and Technical College is a public institution of higher education independently accredited by the Higher Learning Commission of the North Central Association of Schools and Colleges and a member of the Community and Technical College System of West Virginia.

For more information about BridgeValley Community and Technical College financial aid opportunities, programs of study, workforce training and community education and events, call (304) 205-6600 or; or check the College's website:

<http://www.bridgevalley.edu>