

The road to successful entrepreneurship begins with passion about an idea, a business plan that is based on research and analysis and the persistence to pursue your vision. Whether you have always dreamed of being an entrepreneur or recent circumstances triggered thoughts about starting a business, FastTrac® NewVenture™ is designed to introduce you to the key elements of successful entrepreneurship.

Written by entrepreneurs for aspiring entrepreneurs, FastTrac NewVenture offers essential business information to help you develop your entrepreneurial skills and build your business on a strong foundation. As with all FastTrac programs, NewVenture combines non-traditional, experiential learning with opportunities to network and learn from your peers as well as seasoned entrepreneurs and professionals who work with start-up businesses.

During this 10-week program, you will develop a business concept and take it through each step of the business planning process. Through readings and research, activities and action steps, you will plan and analyze your entrepreneurial vision by creating a thoroughly researched and tested Business Plan.

FastTrac NewVenture is divided into two parts: concept analysis and the business planning process.

Concept Analysis

The first three modules focus on developing a business concept that will help you achieve your goals. In these modules you will establish a personal vision, write your business concept statement, and research and analyze the concept for feasibility.

Topics Covered

Exploring Entrepreneurship
Identifying and Meeting Market Needs
Setting Financial Goals

Business Planning

The last seven modules will guide you through each step of the business planning process. A key outcome of this program is a researched, developed, and written Business Plan that articulates your business concept. After your plan is complete, you will use the Feasibility Checklist to test for product/service, market, and financial feasibility.

This process will help you determine whether the business has a market, can make a profit, and can provide the money you need. A Business Plan will also help you reduce the normal risks of start-up and increase your chances of success by replacing guesses with facts.

You will build your Business Plan one section at a time by conducting the necessary research and answering relevant questions for each action step.

Topics Covered

Planning the Product/Service
Reaching and Analyzing the Market
Reaching the Market
Building the Organization and Team
Planning for a Profitable Business
Monitoring Cash Flow and Seeking Funds
Implementing Next Steps