

FastTrac® TechVenture™ is a program designed for entrepreneurs in the fields of technology and life sciences. It focuses on the specific needs of entrepreneurs with businesses based on:

- Developing and marketing technology.
- Developing technology that enables creation or enhancement of a non-technology business.
- Developing biotechnology and life sciences products and/or services.

FastTrac TechVenture sessions are led by experienced facilitators and business coaches who make tech entrepreneurship come alive by sharing real-world expertise, practical tips and success stories. Expert guest speakers from the entrepreneurial, corporate, investment, legal and financial communities are frequent contributors to the program.

The goal of FastTrac TechVenture is to enable you to develop your Elevator Pitch, Business Plan and Investor Presentation in order to effectively communicate your business concept, market opportunities, financial plan and investment potential.

Concept Analysis

For those starting a business, the purpose of the Concept Analysis section is to help test your personal vision and the feasibility of your business concept through personal introspection, market definition, research and analysis, and development of a business concept statement. If you are already in business, this section provides an opportunity for critical review of your existing concept and can lead to enhancing or changing your concept. Upon completion of this critical step for both start-up and existing businesses, you will have created a Business Concept Statement and started practicing an elevator pitch to effectively communicate your market opportunity and business strategy.

Topics Covered

Exploring Entrepreneurship
Defining the Target Market
Conducting Market Research and Analysis
Testing Your Business Concept

Business Planning

The purpose of the Business Planning section is to develop your business concept into a completed business plan. You will consider management, financial and operations issues that will affect the future success of your enterprise. Upon completion of this section, you will be able to create a full business plan with the goal of obtaining outside financing.

Topics Covered

Entering and Capturing the Market
Planning for Financial Success
Building and Compensating Your Organizational Team
Protecting the Business and Your Intellectual Property
Identifying Funding and Working with Investors
Managing Cash and Operating Your Business