



[GOTOPEKA » TRAINING & EVENTS »](#)

CLASSES

SMALL BUSINESS AND ENTREPRENEURIAL COURSES

If you have any questions or would like more information on small business and entrepreneurial courses, please contact GO Topeka Entrepreneurial and Minority Business Development at 785.231.6000 or send an email to manderson@gotopeka.com.

Download the 2016 Directory of EMBD Graduates and Certified MBE/DBE/WBE Businesses [here](#).

FASTTRAC NEW VENTURE

Cost: \$55

Course Offering: March 20 – April 24. Tuesday Evenings, 5:30 – 8:30 p.m.

Course Description: FastTrac NewVenture is a flexible, six-week course with a proven framework to help support aspiring entrepreneurs start businesses and begin their journeys to success. Certified FastTrac Affiliates teach the courses in an interactive, group-oriented environment where participants are encouraged to network with one another to bolster their business ideas.

Course Overview

- Align business concepts with real market opportunities
- Learn how to set realistic financial goals for your business
- Create a one-page business plan
- Gain access to the Kauffman training site
- Find your target market and competitive advantage



- Define your companies brand
- Determine the steps to profitability
- Identify potential sources of business funding
- Find available community resources for ongoing business planning.

To enroll contact Mary Ann Anderson via [email](#) or phone at 785.231.6000.

KAUFFMAN

FASTTRAC.

FASTTRAC NEW VENTURE

Cost: \$75

Course Offering: Spring 2020 March 5 – April 30 and Fall 2020 August 6 – September 24. Thursday Evenings, 5:30 – 8:30 p.m.

Course Description: FastTrac NewVenture is a flexible, six-week course with a proven framework to help support aspiring entrepreneurs start businesses and begin their journeys to success. Certified FastTrac Affiliates teach the courses in an interactive, group-oriented environment where participants are encouraged to network with one another to bolster their business ideas. Introducing the Business Model Canvas, Design Thinking and Growth Wheel.

Course Overview

- Align business concepts with real market opportunities
- Learn how to set realistic financial goals for your business
- Create a one-page business plan
- Find your target market and competitive advantage
- Define your companies brand
- Determine the steps to profitability
- Identify potential sources of business funding
- Find available community resources for ongoing business planning
- The legal side of your business
- Understanding revenue models



- Your customer's persona
- Fine tuning your elevator pitch
- Intro to the Business Model Canvas
- Using Growth Wheel for decision making and action plan

To enroll for the Spring 2020 class click [here](#).

To enroll for the Fall 2020 class click [here](#).

Download the [FastTrac Application 2020](#) here.

For questions contact Mary Ann Anderson via [email](#) or phone at 785.231.6000.

