



# FastTrac NewVenture

AN ENTREPRENEURIAL EDUCATION COURSE

**April 20 - June 15**  
**WEDNESDAY EVENINGS**  
**5:30 - 8:30 P.M.**

### Hybrid Courses

719 S Kansas Ave  
6th Floor | Topeka, KS  
Links for virtual classes  
will be provided

Cost to Attend:  
\$75

for Shawnee County Residents

For more information and an  
application contact Cindy Kraus :  
785-246-6127  
cindy.kraus@topekapartnership.com

### Program Sponsor

<b>cjonline</b> THE TOPEKA CAPITAL-JOURNAL	 <b>LOCALiQ</b>
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Equity & Opportunity Champion



### COURSE OVERVIEW:

#### INSPIRE, INFORM & INVOLVE

FastTrac NewVenture is a flexible, eight 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.

- Align business concepts with real market opportunities
- The legal side of your business
- Learn how to set realistic financial goals for your business
- Understanding revenue models
- Create a one page business plan
- Gain access to the Kauffman training site
- Your customer's persona
- Using Growth Wheel
- Find your target market and competitive advantage
- Fine tuning your elevator speech
- Define your company's brand
- Determine the steps to profitability
- Identify potential sources of business funding
- Find available community resources for ongoing business planning
- Intro to the Business Model Canvas

**Register Online Here:**  
**<https://bit.ly/2022FastTrac>**