



FastTrac®

December 15th – March 4, 2021

Tuesday/Thursday 6:30 – 7:30 pm eastern

Facilitator: Anthony Washington

Coach: Dwight James

Program Description:

In this 10-week online program, aspiring and early stage entrepreneurs will develop and refine a business concept, taking it through each step of the business planning process. Through readings, research, and discussion, participants will plan and analyze their entrepreneurial vision by creating a thoroughly researched and tested Business Plan.

Resources:

- FastTrac online content
- Guest speakers
- Business coaches
- Any local resources facilitator wants to add

Desired Outcomes:

- Participants can apply the key elements of successful entrepreneurship
- Completed business plan

Requirement to Complete:

- Oral presentation of business plan executive summary

Tentative Schedule:

Week	Date	Topic	Session includes:
	15-Dec	Fastrac Introduction	
	17-Dec	Fastrac Introduction	
1	22-Dec	The Entrepreneurial Lifestyle	Get acquainted Participant concepts & expectations Facilitated activities & discussion
1	5-Jan	From Idea to Business Concept	Hands-on activities and coaching

Week	Date	Topic	Session includes:
2	7-Jan	Market Research	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A
2	12-Jan	Market Research	Debrief/questions Hands-on activities and coaching Plus/Delta
3	14-Jan	Business Model Design	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
3	19-Jan	Pricing Strategy	Debrief/questions Hands-on activities and coaching Plus/Delta
4	21-Jan	Legal Strategy	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
4	26-Jan	Business Exits	Debrief/questions Hands-on activities and coaching Plus/Delta
5	28-Jan	Reaching the Market	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
5	2-Feb	Distribution and Sales	Debrief/questions Hands-on activities and coaching Plus/Delta
6	4-Feb	Financial Management Cycle Sales Projections Cost Projections	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
6	9-Feb	Intellectual Property Complying with Laws, Regulations, and Contracts	Debrief/questions Financial template practice Hands-on activities and coaching Plus/Delta
7	11-Feb	Building the Organization and Team	Entrepreneur's exchange Marketing pitch Guest speaker, Q&A Facilitated activities & discussion
7	16-Feb	Your Cash Needs and When You Might Earn a Profit	Debrief/questions Hands-on activities and coaching Plus/Delta
8	18-Feb	Refining Financial Assumptions and Seeking Funding	Entrepreneur's exchange Guest speaker, Q&A Facilitated activities & discussion
8	23-Feb	Putting Together a Business Plan	Debrief/questions Hands-on activities and coaching Plus/Delta
9	25-Feb	Launch Leading the Organization Culture	Entrepreneur's exchange Guest speaker, Q&A Facilitated activities & discussion

Week	Date	Topic	Session includes:
		Process Optimization	
9	2-Mar	Measuring and Analyzing Financial Results Process Optimization	Debrief/questions Hands-on activities and coaching Guidelines for presentation Plus/Delta
10	4-Mar	Present Plan	Presentation of exec summary
10	4-Mar	Present Plan	Presentations (if necessary)