

Kauffman FastTrac Section/Module/Topic Headings

		Section	Prep Modules	Preparation Topics
Week 1 Nov 7	Ideate		1. The Entrepreneurial Lifestyle	<ol style="list-style-type: none"> 1. Taking the Leap; 2. Characteristics of Entrepreneurs; 3. Determining Your Personal Vision; 4. Determining Your Professional Goals; 5. Personal Vision Statement; 6. Assessing Your Ideas
			2. From Idea to Business Concept	<ol style="list-style-type: none"> 1. Key Considerations; 2. Talking About Your Idea; 3. Create an Elevator Pitch; 4. Entrepreneurial Risks; Co-Founding Considerations
Week 2 Nov 14	Position		1. Market Research	<ol style="list-style-type: none"> 1. What is Market Research, and Why Should You Do It? 2. Talking to People; 3. The Importance of Features and Benefits; 4. How to Conduct Market Research; 5. Do You Know Your Customer? 6. Customer Profile; 7. Market Analysis; 8. Do You Know Your Competitors? 9. Your Competitive Advantage; 10. Do You Know Your Industry? 11. Purpose of Your Product/Service.
				2. Business Model Design
Week 3 Nov 21			3. Pricing Strategy	<ol style="list-style-type: none"> 1. General Principles; 2. The Pricing Process; 3. Tips for Pricing Services; 4. Creating a Price List
				4. Legal Strategy
Week 4 Dec 5			5. Business Exits	<ol style="list-style-type: none"> 1. Why Plan for the End at the Beginning; 2. Types of Exit Strategies
Week 5 Dec 12	Commit		1. Reaching the Market	<ol style="list-style-type: none"> 1. Creating a Brand; 2. Picking a Brand Name; 3. Communicating Your Brand Promise; 4. Develop a Marketing Strategy; 5. Select Marketing Channels; 6. Digital Marketing; 7. Designing Marketing Materials; 8. Getting Your Customers' Attention
			2. Distribution and Sales	<ol style="list-style-type: none"> 1. Distribution; 2. Sales; 3. Market Penetration

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Week 6 Jan 9	Commit (cont'd)	3. Financial Management Cycle	Predict, Measure, Analyze, Predict Again
		4. Sales Projections	Sales Projections
		5. Cost Projections	1. Start-up Costs; 2. Cost of Goods Sold (COGS); 3. Operating Expenses.
		6. Intellectual Property	1. What is IP; 2. Working with an IP Attorney; 3. Trademarks; 4. Copyright; 5. Patents; 6. Trade Secrets; 7. Confidential Information; 8. Protecting IP From Within; 9. How Will You Protect Your IP?
		7. Complying with Laws, Regulations, and Contracts	1. Complying with Laws and Regulations; 2. Contracts
Week 7 Jan 16	Refine	1. Building the Organization and Team	1. Filling Management Roles; 2. Management Team Compensation; 3. Recruiting and Hiring Capable, Self-Motivated People; 4. Outside Resources; 5. Boards of Directors and Advisory Board
		2. Your Cash Needs and When You Might Earn a Profit	1. Cash Flow; 2. Measuring Cash Flow; 3. Breakeven Point
Week 8 Jan 23		3. Refining Assumptions and Seeking Funding	1. Refining Assumptions; 2. Your Funding Needs; 3. Your Funding Goals; 4. Funding Sources; 5. How to Approach Funders.
		4. Putting Together a Business Plan	1. Do You Need a Business Plan? 2. Executive Summary; 3. Final Details; 4. Assembling Your Business Plan; 5 Evaluating Your Business Plan; 6. Business Plan Checklist; 7. Presenting Your Plan

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Week 9 Jan 30	Launch	1. Launch	1. Planning for Launch
		2. Leading the Organization	1. Starting Out; 2. Avoiding Pitfalls; 3. Getting Support; 4. Giving Back; 5. Entrepreneurial Leadership; 6. Your Changing Role; 7. Strengthening Your Management Team; 8. Being an Inspiring Leader
		3. Culture	1. Setting Your Organizational Culture; 2. Reinforcing a Healthy Culture
		4. Measuring and Analyzing Financial Results	1. Comparing Results with Projections; 2. Analyze Profits on the Income Statement; 3. Inventory Management; 4. Collecting Accounts Receivable; 5. Maximizing Liabilities; 6. Operating Controls
		5. Process Optimization	1. Creating an Operational Systems Workflow; 2. Measuring Performance; 3. Achieving Clarity for the Future
Week 10 Feb 6	Executive Summary Presentations <hr/> Graduation	Executive Summary PPT (5-10 minutes)	