

FastTrac® TechVenture™ Module Summary

Concept Analysis				Business Planning
1 Exploring Entrepreneurship <ul style="list-style-type: none"> Consider issues specific to entrepreneurship in the technology markets. Consider success criteria for starting and operating a business. Identify the concept's features, benefits, and uniqueness. Learn to quickly express key ideas. 	2 Defining the Target Market <ul style="list-style-type: none"> Analyze the market environment, size, and its segmentation. Identify target market. Create industry and customer profiles. Identify a major competitor and perform a SWOT analysis. Identify resources for market research. 	3 Conducting Market Research and Analysis <ul style="list-style-type: none"> Develop strategies and survey questions for primary research. Use primary research to describe customers, competitors, and market. Leverage market research and analysis. Draft preliminary sales projections. Draft a value proposition. 	4 Testing Your Business Concept <ul style="list-style-type: none"> Test the business for product/service, market, financial, and technology feasibility. Decide the next step for the business concept. Learn about the topics contained in an Executive Summary. 	5 Entering and Capturing the Market <ul style="list-style-type: none"> Identify customers on a product or service adoption curve. Consider business image. Formulate a market penetration plan. Select appropriate sales channels and marketing methods. Evaluate pricing strategies for products or services
Action Steps <ul style="list-style-type: none"> Entrepreneurial Readiness Assessment Personal Vision Statement Business Concept Statement Elevator Pitch 	Action Steps <ul style="list-style-type: none"> SWOT Analysis of Competitor Marketing Plan 	Action Steps <ul style="list-style-type: none"> Customer survey Sales Projections Product/Service Business Concept Feasibility Assessment and Technology Feasibility Assessment 	Action Steps <ul style="list-style-type: none"> Next Steps Market Research Executive Summary 	Action Steps <ul style="list-style-type: none"> Market Penetration and Sales Plan

Business Planning				
6 Planning for Financial Success <ul style="list-style-type: none"> Use the Financial Templates to project the business's financial condition. Prepare, analyze, and use various financial statements, forecasts, and ratios to communicate with various audiences. 	7 Building and Compensating Your Organizational Team <ul style="list-style-type: none"> Evaluate management roles and responsibilities for each growth stage. Create a compensation plan to recruit and retain top management employees and staff. Identify ways to create a positive working environment. 	8 Protecting the Business and Your Intellectual Property <ul style="list-style-type: none"> Compare different business entities. Find out how and why intellectual property should be protected. Consider the possible need for legal protection. Identify governmental regulations affecting the business. 	9 Identifying Funding and Working with Investors <ul style="list-style-type: none"> Identify sources of non-equity funding. Learn how to raise money from equity sources, and how they determine the value of a business. Examine specifics of presenting to potential investors. 	10 Managing Cash and Operating Your Business <ul style="list-style-type: none"> Understand the importance of managing cash and burn rate. Identify administrative policies necessary to control business operations.
Action Steps <ul style="list-style-type: none"> Financial Projections Funding Needed Financial Plan 	Action Steps <ul style="list-style-type: none"> Management and Organization Plan Compensation and stock option plan and organizational chart. 	Action Steps <ul style="list-style-type: none"> The Company Intellectual Property, Disclosure, Barriers to Re-Engineering, and Governmental Approvals drafts 	Action Steps <ul style="list-style-type: none"> Dilution Calculations Investor Highlights Investor Presentation 	Action Steps <ul style="list-style-type: none"> Operating and Control Systems Growth Plan

Note: This Module Summary is for illustrative purposes only and is subject to change based on course updates, content upgrades and audience-specific customization.



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