



KAUFFMAN **FASTTRAC**®



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FOR APSIRING AND EARLY STAGE ENTREPRENEURS

STARTING OR GROWING A BUSINESS? FASTTRAC CAN HELP

FastTrac is one of America's leading entrepreneurial programs and remains on the cutting edge by providing courses that are written by entrepreneurs, facilitated by entrepreneurs, for entrepreneurs.

The **Kauffman FastTrac**® program is a hands-on course with a proven framework to help support you as you launch and grow your business.

COURSE OVERVIEW

This 10-week in depth course is designed to provide guidance and support in an interactive group environment. You will work with others to build your own business plan.

- Discover how your business concept matches your personal vision
- Align your business concept with a real market opportunity
- Learn how to set realistic financial goals for your business
- Determine the unique features and benefits of your product/service
- Find your target market and discover your competitive advantage
- Define your business brand
- Determine the steps to profitability
- Identify potential sources of funding for your business
- Find resources in your community for ongoing business planning

Wyoming County Business Center offers Kauffman FastTrac® twice a year in the spring and fall. Certified FastTrac facilitators teach the course in an interactive environment where participants build a unique network with one another helping to build their business plan.

Visit wycoida.org for Current Class Schedule or contact Jennifer Tyczka at 585.786.3764

"I would highly recommend taking the class to get an understanding on what it takes to start a business and to see if you have what it takes (desire and commitment) to make it happen."

– Kauffman FastTrac® Program Graduate



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