

First Step FastTrac[®] Program Outline

Session 1

Introduction to First Step FastTrac[®]:

Define personal vision and goals, and introduction of Model Business Reality Check.

Session 2

Communicating the Business Concept:

Transform business ideas into business concept statements, start building an emotional network, and complete the Personal Financial Statement form.

Session 3

Gathering Information for Feasibility:

Feedback on business concept statements, consider personal financial readiness and become familiar with available resources.

Session 4

Product and Service:

Describe product/service including features, benefits, and uniqueness.

Session 5

Market Analysis - Industry and Competition:

Focus on opportunities in the industry and evaluate competition.

Session 6

Market Analysis - Market Segments and Strategies:

Define target markets and develop marketing strategies.

Session 7

Price and Profitability - Pricing and Product/Service Cost:

Pricing strategies and the affect prices have on profitability, and break-even analysis for product and service.

Session 8

Price and Profitability - Profits:

Difference between profits and cash, and detemining financial feasibility.

Session 9

Price and Profitability - Cash Flow:

Using the Cash Flow Report to evaluate feasibility, making legal issues, and sales projection tools.

Session 10

Plan for Further Action - Resources for Success:

Finalizing the Cash Flow Report, and key accounting issues and resources.

Session 11

Plan for Further Action - Next Steps:

Tools to complete the feasibility plan, and key financial resources.

Session 12

Feasibility Plan/Graduation:

Graduation and Executive Summary Presentation