



I understand science and technology. But business?

You're on the cutting-edge of science and technology and you have an idea for the next big thing. But you need funding, intellectual property protection and a way to manage all the tiny details that can make it a big challenge. So, where do you start? Find the answer with the FastTrac TechVenture program.

The FastTrac TechVenture program is a flexible course designed to give technology- or science-based entrepreneurs a proven framework and a network of connections to help grow great ideas into the next great innovations.

Course Overview

The FastTrac TechVenture program provides the knowledge you need to tackle important challenges like protecting your intellectual property and securing financing. You'll also learn to:

- Explore issues specific to technology- and science-based markets and your business.
- Analyze your industry, size and segmentation.
- Develop strategies for your market research.
- Test your business product/service, customer base, financial, and technological viability.
- Formulate a market penetration plan.
- Communicate effectively with various audiences by mastering the essentials of financial statements, forecasts, and ratios.
- Create an organization and compensation plan to help you recruit and retain top talent.
- Learn how to value your business and raise money from funding sources.
- Identify administrative policies to control business operations.

The course is about 30-hours in duration taught over several weeks. Certified FastTrac affiliates teach the course in an interactive environment where participants can build a unique network with one another to help bolster ideas.

"Out of necessity, entrepreneurs need to be Jacks-of-all-trades businesswise. I know my industry well, but after taking the FastTrac TechVenture course, I feel better prepared to manage all the other areas involved with running a successful technology business."

— Dan S. FastTrac TechVenture Graduate

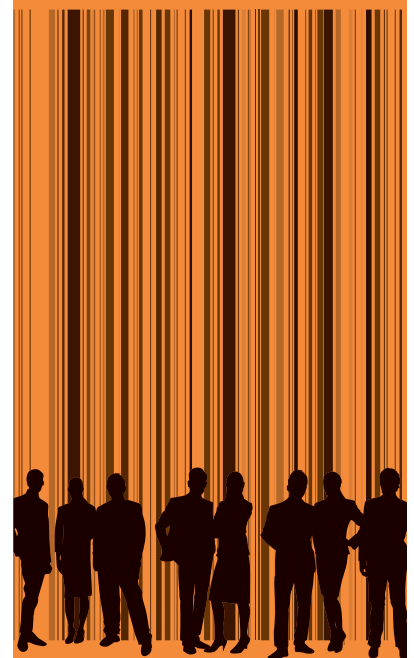
DATE:
August 1 - September 19

TIME:
Every Saturday 8 a.m. - 12 p.m.

LOCATION:
1740 Union Carbide Drive,
South Charleston, West
Virginia 25303

Startup Your Idea.

Overall, FastTrac TechVenture program participants have raised more than \$400 million in funding for their businesses.





Course Summary

