



BizStarts Milwaukee & the UW-Parkside SBDC are offering

FastTrac® TechVenture™

for innovative, high-growth companies

March 15 – May 24, 2010

Maximizing the potential of your technology business

Goal:

Enable you to develop your Business Plan and Investor Presentation by effectively communicating your Market Opportunities, Business Concept, Financial Plan and Investment Potential.

Program Structure:

Using FastTrac® TechVenture™, a business planning curriculum for technology entrepreneurs, the facilitator will provide an experiential learning environment with regular peer learning opportunities and refinement of your business during the program. Experts will be brought in for hands-on work (specific to the work during that session) and an in-class coaching staff will facilitate your progress. Three months access to a market research database and both on-line and hardcopy tools are included in the program fee.



TAKE CHARGE OF YOUR BUSINESS®
A program of the Kauffman Foundation

Price:

\$1,000 as the regular course fee. An Entrepreneurial Training Program (ETP) grant is available to cover up to 75% of the price of the course. ETP grants are arranged through the SBDC office.

\$250 of the course fee is payable prior to the start of class (the remaining \$750 is due at the end, or is covered by the ETP grant). Additional people from the same company will be given a significantly reduced rate.

Course Schedule:

Location: CATI, 2320 Renaissance Blvd.
Sturtevant, WI 53177
Time: 6:00pm – 9:00pm

Monday, March 15th – Exploring Entrepreneurship

Overview of the issues by a practitioner (TechVenture graduate). Deliver a pitch template. Present coaches, define and agree upon the course deadlines and commitments.

Monday, March 22nd – Defining the Target Market

Market analysis, market definition, the industry profile, your customer profile.

Monday, March 29th – Conducting Market Research and Analysis

Explaining primary & secondary market research, use of Hillsearch and other databases.

Monday, April 5th – Testing Your Business Concept

Compare your business concept to the various model businesses, comparing feasibility of the product, the market, the technology and the financial requirements.

Monday, April 12th – Entering and Capturing the Market

Work through business market entry planning, explore market penetration strategies, sales channels and pricing.

Monday, April 19th – Planning for Financial Success

Working through the financial template and building financial projections.

Monday, April 26th – Building and Compensating Your Organizational Teams

Build your management team, board of directors and board of advisors. Compensating the team, the contractors and outsourcing work.

Monday, May 3rd – Protecting the Business and Your Intellectual Property

Examine the types of legal entities, types of intellectual property and protecting the intellectual property.

Monday, May 10th – Identifying Funding and Working with Investors

Define the potential sources of financial support, usage of equity capital and presenting your business case.

Monday, May 17th – Managing Cash and Operating Your Business

Explore the practical concerns of cash management, learn about “burn rate” and defining how to control costs through operations.

Monday, May 24th – Graduation

Turn in business plans and financial projections, meet and pitch to angel investors, members of the BizStarts board, and members of CATI.

“TechVenture is a must have course for any new high growth startup. The education, mentors, tools and resources that are provided are priceless and are sure to help spring board you to success.”

— Gabriel Wahhab, The Savvy Group

“The business plan course was thorough, informative, well presented with excellent resource materials.”

— Edward Dyer, EarthLink

“I would encourage all participants to make the most of this opportunity to establish contacts and learn first hand many of the aspects of starting/running a business from people that have already walked the path to entrepreneurship.”

— Dave Brethauer,
Pheasant Creek Aquaponics

To learn more or enroll in the FastTrac® TechVenture™ program, contact:

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