

FastTrac® FIRST STEP

March 2 – May 18, 2010

237 North Prince Street, Lancaster, PA

Through This Course You Will:

Save time & money

Reduce risk

Learn a thorough understanding of business fundamentals

Resolve your most pressing problems, remove obstacles, and have your hardest questions answered

Learn from others' real life experiences

Reduce frustration and anxiety levels associated with starting a new business

Receive individual coaching/mentoring & extensive, useful handouts and templates

FastTrac® is a world-renowned 12-week course that teaches you the basics of starting your own business through an interactive, highly developed and researched, hands-on, step-by-step approach taught by experienced, trained and successful businessmen and women.



For more information or to submit an application

Call: Maria Iniesta at (717) 393-6089
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By FAX: (717) 509-3506

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Lancaster, PA 17603
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FastTrac® FIRST STEP

A Program of the Kauffman Foundation
CO-SPONSORED BY
SCORE & ASSETS LANCASTER

A 12-WEEK COURSE DESIGNED
FOR ANY ONE WHO DREAMS
OF OWNING A SMALL BUSINESS

March 4 through May 18, 2010
237 North Prince Street, Lancaster, PA



Great...clear and easy to follow step-by-step...fabulous..amazing...invaluable...excellent....very comprehensive...extremely helpful...would have taken me months/years somewhere else – FastTrac Alumni Comments



PROGRAM DETAILS

SCORE & ASSETS -- two not-for profit, Lancaster based organizations that together for more than 60 years have been teaching and counseling small business owners and those who want to be - have teamed together to co-sponsor Fast Trac First Step -- a 12 week course that teaches and guides those who dream of owning their own small business.

In each course, you will learn the fundamentals of business management. Upon graduation, you will be better prepared to meet the demands of owning your own business.



Tuitions -- starting at only \$75 for the entire course -- are based on household income. Tuition reimbursement scholarships are available for some individuals from low to moderate income households. Program underwriting is made possible by grants from Lancaster County Housing & Redevelopment Authority.

All courses include lectures, handouts and individual and group mentoring, coaching and counseling.

Both programs take place at the Earl B. Hess Training Center, located at the ASSETS building at 237 North Prince Street, Lancaster, PA. Free parking is available.

FastTrac[®] First Step Curriculum A Program of the Kauffman Foundation Starting Tuesday, March 2, 2010

This program is designed for beginning entrepreneurs with some to little business knowledge.

1. Introduction to First Step FastTrac[®]:

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

2. Communicating the Business Concept:

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

3. Gathering Information for Feasibility:

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

4. Product and Service:

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

5. Market Analysis - Industry and Competition:

Focus on opportunities in the industry and evaluate competition.

6. Market Analysis - Market Segments and Strategies:

Define target markets and develop marketing strategies.

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.

8. Price and Profitability - Profits:

Difference between profits and cash, and determining financial feasibility.

9. Price and Profitability - Cash Flow:

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

10. Plan for Further Action - Resources for Success:

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

11. Plan for Further Action - Next Steps:

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

The 12th class is a graduation ceremony
Which will be held May 18, 2010.

WHAT DO OUR STUDENTS THINK?

Great facilitators using a real world approach with examples relevant to today's business environment. Subjects were not sugar coated to make you feel better.—*Bill K.*

The sessions included **all necessary aspects you need to know when you plan to start a business**. They were **clear and easy to follow step by step**. The entrepreneur's handbook, the extra information, the email message follow-ups to all sessions were **fabulous!**—*Nilda V.*

Amazing dedication of instructors and coaches, wealth of information and research sources, real life experience of instructors and coaches, **a realistic approach to planning a business** (not candy coated).—*Jonathan P.*

The process and presentation was **excellent**. I found the entire process from beginning to end to be an **invaluable tool** to developing a feasibility plan. I have never been exposed to any business courses and this was **a great opportunity** to see what developing a business plan is about.—*Brian C.*

Clear and patient look at start-up business. For someone who is walking in cold, they can feel there is a support group to their dreams & goals, but with practical guidelines. This course **shows the way to a valid "Go-No Go" decision**.—*Adam K.*

This course served as a great reality check. It **caused me to realize the numerous pitfalls to starting a business, but has also given me the encouragement that I can overcome the hurdles. I am recommending this workshop series to my potential business partner.** THANK YOU!—*Dave K.*

Very comprehensive, excellent instructors, well structured, great interface with SCORE counselors. Now I know what questions to ask and answer. —*Andy H.*

Outstanding. You get coaches & mentors for life. Interaction in Q&A sessions was excellent.—*David B.*

It is obvious that **your "team" has an incredible amount of knowledge in starting a business!** Me, having none, this is **exactly the type of people I want to learn from.** You guys have been **extremely helpful to me. Thank you!**—*James C.*

The information covered in this course is **invaluable.** The confidence I walk away with from this 12 weeks course **would have taken months/years somewhere else.**—*A.*

This course has proved to be a **very valuable learning experience.** This class saved me from "putting the cart before the horse" and by giving me **a structured approach to researching and evaluating my <business> concept.**—*Dawn M.*