



## 2009 Syllabus

*Class meets Wednesdays, 6:00-9:00 pm at the Louisiana Technology Park, 7117 Florida Blvd.*

### **FastTrac® TechVenture**

January 7, 2009	Orientation, Introduction to FastTrac and JJ Hill Research Library
January 14, 2009	Defining the Target Market
January 21, 2009	Conducting Market Research and Analysis
January 28, 2009	Testing Your Business Concept
February 4, 2009	Entering and Capturing the Market
February 11, 2009	Planning for Financial Success
February 18, 2009	Building and Compensating Your Organizational Team
February 25, 2009	NO CLASS (Mardi Gras)
March 4, 2009	Protecting the Business and Your Intellectual Property
March 11, 2009	Identifying Funding and Working with Investors
March 18, 2009	Managing Cash and Operating Your Business
March 25, 2009	Final Review and FastTrac Course Completion Ceremony

### **Business Plan Refinement**

*Continue refining business plan on business concept and refining model*

April 5, 2009           Brown Bag Lunch with Incubator Members

*Continue refining business plan on market definition, market analysis and customer profile*

April 23, 2009           Discussion: State Resources for the Entrepreneur

**6:00-7:30 pm, Tech Park U Room**

*Continue business plan on conducting market research and analysis, product development and value proposition to the market*

May 20, 2009            Brown Bag Lunch with Incubator Members  
Continue refining business plan on model testing: concept testing, product feasibility and deciding next step

May 21, 2009            Discussion: Angel and Venture Capital Investing

**6:00-7:30 pm, Tech Park U Room**

*Continue refining business plan on market penetration, developing sales channel opportunities and marketing methods*

June 17, 2009            Brown Bag Lunch with Incubator Members

*Refine business plan financials, projections, statements and understanding how ratios work*

June 25, 2009            Seminar: Topic TBA

**6:00-7:30 pm, Tech Park U Room**

*Refine business plan by defining management team, roles of board and advisors and compensation*

July 15, 2009            Brown Bag Lunch with Incubator Members

*Decide on the business entity: proprietorship, partnership. Focus on confidentiality issues and intellectual property and security issues within a company*

July 23, 2009            Seminar: Topic TBA

**6:00-7:30 pm, Tech Park U Room**

*Refine business plan and determine how to fund the endeavor. Prepare to present plan to Venture Capital specialists*

August 19, 2009        Brown Bag Lunch with Incubator Members

*Continue refining business plan with cash management strategies, operations controls, paying vendors and suppliers and contingency plans*

August 27, 2009        Seminar: Topic TBA

**6:00-7:30 pm, Tech Park U Room**

Entire month of September—making your plan work.

\*September 16, 2009 Graduation ceremony

\*October 21-22, 2009 Louisiana Purchase Venture Capital Forum

*\*Tentative*