

Kauffman FastTrac[®] TechVenture[™]

A proven entrepreneur training course designed to help technology/science-based entrepreneurs grow a great idea into a successful business

Course Outline

1. Exploring Entrepreneurship
2. Defining the Target Market
3. Conducting Market Research and Analysis
4. Testing Your Business Concept
5. Entering and Capturing the Market
6. Planning for Financial Success
7. Building and Compensating Your Team
8. Protecting Your Business and Your Intellectual Property
9. Identifying Funding and Working with Investors
10. Managing Cash and Operating Your Business

Kauffman TechVenture[™] Facilitator

Donovan Moxey, Ph.D.

CEO, Interactive Multimedia Solutions, Inc.

Speakers

Each topic will be taught by a different startup executive or experienced entrepreneur

When

The course will be given in 6 full-day sessions (8:30am - 4:30pm) over 7 weeks.

February 2012 (9th & 16th)

March 2012 (1st, 8th, 15th, & 22nd)

Where

Emory University Main Campus

Cost

The standard course fee is \$800. Accepted applicants will receive a subsidized grant from the SBA and pay a reduced cost of \$100.

How to Apply

Please visit the [TechVenture[™]](#) website and follow the direct link to the [Application Form](#).

Please apply early. Space is limited.

Questions?

Cem Oruc, UGA, 706-542-6664

Ashley Myers, ashley.e.myers@emory.edu (404-727-1785)

Sponsors:

