

# Kauffman FastTrac<sup>®</sup> TechVenture<sup>™</sup>

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
11. Managing Conflict of Interest (COI)

## Kauffman FastTrac<sup>®</sup> TechVenture<sup>™</sup> Facilitator

**Donovan Moxey, Ph.D.**

CEO, Interactive Multimedia Solutions, Inc.

## Speakers

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

## Sponsors:



## When

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

May 2017 (4<sup>th</sup>, 11<sup>th</sup>, & 25<sup>th</sup>)

June 2017 (1<sup>st</sup>, 8<sup>th</sup>, & 15<sup>th</sup>)

## Where

Emory University Main Campus

## Application Fee

- \$150 per participant. Price covers all course materials, breakfast, lunch, and parking.  
(The cost per participant (\$800) is subsidized by ACTSI & OTT.)
- Previous participants may sit in on any session for free  
(No registration required).

## How to Apply (Deadline: April 25, 2017)

Please follow this link to the application form: <http://bit.ly/2epacCf>.

Please apply early. Space is limited.

## Questions?

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