

# FastTrac® NewVenture™ Features and Benefits

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## Exploring the feasibility of a business idea.

FastTrac® NewVenture™, an educational program designed to help participants evaluate and perfect their business concept, is ground zero for anyone interested in starting a business. FastTrac® allows the participants' to use their ideas as case studies, giving them an opportunity to test their venture in a safe and supportive environment.

The FastTrac® NewVenture™ aspiring or early stage entrepreneurs want to:

- Test the feasibility of the business concept.
- Assess opportunities and identify those with the greatest potential.
- Develop a successful start-up strategy.
- Fine-tune the processes of an early stage business.

## Features and Benefits

After completing the program, FastTrac® NewVenture™ participants have:

- Gained invaluable knowledge and business skills.
- Created a plan for the business.
- Developed a competitive advantage.
- Adapted to an ever-changing entrepreneurial role.
- Created a marketing plan to successfully position products and services.
- Identified sources of cash flow.
- Aligned their business to meet their own personal goals.