



First Step FastTrac Program offered at Del Mar College

First Step FastTrac, a continuing education program offered by Del Mar College Small Business Development Center (SBDC), introduces basic business concepts to low- to moderate-income individuals who are interested in starting or expanding a small business. The program assists the aspiring business owner in defining personal vision and goals and determining whether their business concept is a feasible business opportunity. Taught by a highly experienced instructors and business counselors, this FastTrac course offers students a chance to interact with small business professionals.

Del Mar College is one of only four certified sites in Texas that teach First Step FastTrac. Training courses will be offered three to four times each year and is currently being offered free to participants, an incentive that will continue as funding allows. The program is a 12-session, 36-hour intensive general business training course that covers concept development, marketing, price and profitability, and resource development.

Classes for the 12-week program include:

Introduction to First Step FastTrac: Define personal vision and goals and introduction of Model Business Reality Check

Communicating the Business Concept: Transform business ideas into business concept statements

Gathering Information for Feasibility: Feedback on business concept statements and consider personal financial readiness

Products and Service: Describe product/services including features, benefits, and uniqueness

Market Analysis - Industry and Competition: Focus on opportunities in the industry and evaluate competition

Market Analysis - Market Segments and Strategies: Define target markets and develop marketing strategies

Price and Profitability - Pricing: Pricing strategies and the affect prices have on profitability; break-even analysis

Price and Profitability - Profits: Difference between profits and cash; determining start-up costs

Price and Profitability - Cash Flow: Using the Cash Flow Report to evaluate

feasibility; key legal issues; sales projection tools

Price and Profitability - Cash Flow: Finalizing the Cash Flow Report and key accounting issues

Plan for Further Action - Next Steps: Tools to complete the feasibility plan and key financial resources

Celebrating Accomplishment!: Graduation and Executive Summary Presentation

First Step FastTrac is part of the Kauffman Foundation's First Step Fund, a microenterprise development organization whose mission is to foster economic self-sufficiency through entrepreneurship training, access to credit, and ongoing support. First Step FastTrac incorporates materials from the award-winning FastTrac program.

For more information, please contact the Del Mar College Small Business Development Center at (888)-698-6111 or (361) 698-1021.