



2010 Syllabus

*Class meets Mondays, 5:30-8:30 pm at the Louisiana Technology Park,
7117 Florida Blvd.*

FastTrac[®] Tech Venture

January 11, 2010	Orientation, Introduction to FastTrac and JJ Hill Research Library
January 18, 2010	Defining the Target Market
January 25, 2010	Conducting Market Research and Analysis
February 1, 2010	Testing Your Business Concept
February 8, 2010	Entering and Capturing the Market
February 15, 2010	NO CLASS (Mardi Gras)
February 22, 2010	Planning for Financial Success
March 1, 2010	Building and Compensating Your Organizational Team
March 8, 2010	Protecting the Business and Your Intellectual Property
March 15, 2010	Identifying Funding and Working with Investors
March 22, 2010	Managing Cash and Operating Your Business

Business Plan Refinement

Individual and group meetings with LTP staff and community advisors will be scheduled as needed.