



# LET US HELP YOU TAKE THE FIRST STEP TO BECOME AN ENTREPRENEUR!

## “GO” or “NO GO”



Before you quit your job or invest your life savings, wouldn't it be nice to know whether your business idea will work? In First Step FastTrac® you'll write a feasibility plan that examines your business idea from every angle. This plan helps you decide if your business is a “go” or a “no go” before you spend too much time or money.

## Can Your Idea Become a Profitable Business?

In order to find out, you, the entrepreneur, need to do a feasibility plan.

A feasibility plan helps you:

- ▶ Examine your willingness, desire, and courage to be a successful entrepreneur.
- ▶ Gather information related to starting a business.
- ▶ Anticipate and solve business problems.
- ▶ Test assumptions and solutions on paper.
- ▶ Finalize a plan for starting your business.



## In First Step FastTrac®, you will:



- ▶ Develop a feasibility plan so you can evaluate your business concept. This plan will include:
  - ▶ An Executive Summary
  - ▶ Product and Services
  - ▶ Market Analysis
  - ▶ Price and Profitability Analysis
  - ▶ Plan for Further Action

First Step FastTrac® is an education program created by entrepreneurs for entrepreneurs, taught by seasoned business owners and professionals in your community. The hands-on program gives you an opportunity to evaluate and fine-tune your business idea in a safe and supportive environment. You will work closely with other entrepreneurs, sharing ideas and experiences and laying the foundation for future business relationships. Through the class, in small coaching sessions, and through homework assignments, you'll explore issues related to all key aspects of your business. You'll determine whether your idea has “legs” and if starting a business is the right decision for you.



<b>When:</b> Thursdays, 5:30 – 8:30 pm 9/27 – 11/29 (no class 11/22)	<b>Advance registration required.</b> <b>Space is limited.</b>
<b>Where:</b> Business Innovation Center 1301 Azalea Road, Room 100, Mobile	<b>To register contact:</b> La Toya Brooks info@womenbiz.biz 251.660.2725
<b>Early registration fee:</b> \$199	<b>Registration fee after September 10:</b> \$224



The Women's Business Center is funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact La Toya Brooks at 251-660-2725, 1301 Azalea Rd, #201A, Mobile, AL 36693. info@womenbiz.biz