



Kauffman FastTrac®

In partnership with Oakland Thrive

An 8-Week Business Planning Program for Early Stage Entrepreneurs

START & GROW YOUR DREAM BUSINESS

Starting a new business or growing an existing business is a real and achievable way you can create greater financial stability, build generational wealth, and make an impact in your industry and community. Let us help you start and grow the business you've always dreamed of!

With our proven business training in a few short months – not years – you receive vital training, best practices, and insights on relevant business topics like:

► **Market Positioning** - Let's figure out what the market need is for your unique product or service and how to position your business value to future customers.

► **Customer Discovery** - Determine who that ideal customer is, their wants, needs, and the problem your product or service can solve.

► **Pricing Strategy** - Go beyond "guess-based" pricing to ensure you do not undervalue your products and services and markup to ensure you generate profits.

Knowledgeable industry leaders and skilled technical experts help you break down the business jargon and see around corners to avoid costly, time-consuming mistakes. By the end of the program, you will have a roadmap to start or grow the business of your dreams.

📅 Wednesdays, June 18 - August 6, 2025

🕒 6:00 - 8:30 PM (food and drink will be provided)

📍 Riker Building (35 W Huron St. Suite 201 Pontiac, MI 48342)

Application deadline: May 30th, 2025

Applicant acceptance confirmation: June 13th



APPLY NOW

This program is offered exclusively to Oakland County residents and business owners.



KAUFFMAN **FASTTRAC®**

OAKLAND
thrive

Summer 2025 Program Schedule

Week	Date	Time	Topic
Week 1 IDEATE	June 18th	6:00 – 8:30 PM	The Entrepreneurial Lifestyle From Idea to Business Concept
Week 2 POSITION	June 25th	6:00 – 8:30 PM	Market Research Business Model Design Pricing Strategy Wrap Up Business Model & Pricing Break Out Sessions
Week 3 POSITION	July 2nd	6:00 – 8:30 PM	Legal Strategy Business Exits Break Out Session - Position Module
Week 4 COMMIT	July 9th	6:00 – 8:30 PM	Reaching the Market Distribution & Sales Wrap Up - Reaching & Distribution Break Out Session
Week 5 COMMITT	July 16th	6:00 – 8:30 PM	Financial Management Cycle Sales & Cost Projections Intellectual Property Complying with Laws, Regulations, & Contracts Break Out Session
Week 6 REFINE	July 23rd	6:00 – 8:30 PM	Building an Organization & Team Cash Needs & When You Might Turn a Profit Refining Financial Assumptions Putting Together a Business Plan Break Out Session
Week 7 LAUNCH	July 30th	6:00 – 8:30 PM	Leading the Organization & Culture Measuring and Analyzing Financial Results Process Optimization Break Out Session - Pitch Practice
Week 8	August 6th	6:00 – 8:30 PM	This week will be used for Presentations/Graduation

Virtual Group Coaching will be held weekly on Mondays from 5:00 – 6:00 PM via Zoom