



The Kauffman FastTrac® LaunchPad initiative is being offered in response to the many workers who have lost their jobs and entrepreneurs leading businesses that are struggling due to the current economic environment. The Ewing Marion Kauffman Foundation believes entrepreneurship training can play a key role in getting America back on the road to recovery.

FastTrac® LaunchPad is a \$1 million initiative offered in partnership with the Kauffman Foundation and Deluxe Corporation Foundation to support entrepreneurial startups at a time when research suggests individuals are receptive to starting their own business. In addition, the initiative assists entrepreneurs who need to retool their existing businesses and steer it in the right course to not only preserve the enterprise but poise the business for growth.

How do we do this? Working with organizations and companies, the Kauffman Foundation, with funding provided by the Deluxe Corporation Foundation, provides entrepreneurship-training programs to these aspiring and existing entrepreneurs. Host organizations in communities across the United States

offer these programs based on FastTrac® curriculum and materials. Examples of host organizations are entrepreneur support organizations, economic development organizations, companies laying off their workers, outplacement firms, and workforce centers.

Together with FastTrac®'s award-winning, comprehensive

package of entrepreneur-learning programs and materials, the FastTrac® LaunchPad Initiative offers information and tools to help aspiring and existing entrepreneurs launch a successful plan for these challenging economic times.



www.kauffman.org

KAUFFMAN
The Foundation of Entrepreneurship

FastTrac® NewVenture™ LaunchPad edition helps those facing unemployment to discover the world of entrepreneurship.

The LaunchPad edition of FastTrac® NewVenture™ introduces the possibilities of entrepreneurship to those who are facing unemployment during this challenging economic environment. Presented in a condensed format to meet participant needs, the LaunchPad edition offers new resources, helpful information, and online tools to reinforce the overall goals of the program—evaluating the potential of starting a business and developing a plan for a successful startup. Key themes help aspiring entrepreneurs as they determine feasibility of their business idea, understand the needs of the market, and explore bootstrapping ideas to get the business started.

FastTrac® GrowthVenture™ LaunchPad edition helps entrepreneurs survive and thrive during economic uncertainty.

The LaunchPad edition of FastTrac® GrowthVenture™ guides entrepreneurs in steering the right course through this challenging economic environment. To FastTrac® GrowthVenture™'s existing comprehensive package of entrepreneur materials, the LaunchPad edition adds information and tools to reinforce the overall goal of the program—helping entrepreneurs sustain their current business while preparing it for future growth. Key themes, assessment tools, and action steps added throughout the program help entrepreneurs as they explore the new needs of the market, assess and improve every area of business, manage cash flow, and discover future growth opportunities.

FastTrac® program LaunchPad editions include critical survival themes, analysis tools, and facilitation tips to help you emphasize key aspects of the program critical to your audience. In addition, supplementary materials and resources have been added to the online FastTrac® Toolkits to match the needs of participants. Both FastTrac® NewVenture™ and FastTrac® GrowthVenture™ LaunchPad editions have alternative delivery models to provide flexibility in meeting the needs of participants. Best of all, FastTrac® NewVenture™, FastTrac® GrowthVenture™, and FastTrac® TechVenture™ materials are being offered at a reduced price. First Step FastTrac® is also available for delivery through FastTrac® LaunchPad.

To learn more about where FastTrac® programs are being offered around the country, visit

www.fasttrac.org