



Disadvantaged Business Enterprise Development

The Entrepreneurial and Disadvantaged Business Enterprise Development provides *SMALL BUSINESS TECHNICAL ASSISTANCE, FIRST STEP FASTTRAC PROGRAMS and SMALL BUSINESS SEMINAR SERIES* to empower small, low to moderate income, minority and women-owned business enterprises with the knowledge and resources to build wealth and contribute to the economic betterment of Topeka and Shawnee County.

The First Step FastTrac Program (FSFT) develops core capacities of a small business owner and/or entrepreneur from idea to concept stage. During this 12-week training program FSFT clients will conduct the following:

- ☑ Product/Services Explored
- ☑ Market Analysis
- ☑ Price and Profitability Analysis
- ☑ Feasibility Plan & Actions for Next Steps
- ☑ Graduation

****Available in Spanish**

The First Step FastTrac Child Care Program is a training course for those who would like to open a home-based child care program or would like additional knowledge to run an existing child care business. This course qualifies toward instructional accreditation for hours needed to obtain a child care license through the Kansas Department of Health and Environment.

- ☑ Business Plan
- ☑ 26 Hours toward license effort
- ☑ Parent Handbook
- ☑ Parent Contract

Small Business Training & Education:

Small Business Lunch Box Series
Small Business Express HR Series
Small Business Boosters
First Step FastTrac Alumni Roundtables

One-on-One Technical Assistance:

The Small Business FREE counseling opportunities take a hands-on approach to provide comprehensive services to business owners and entrepreneurs looking to start, grow or expand their Topeka/Shawnee County based businesses.

Referrals

Networking Opportunities:

Small Business Breakfast Buzz Quarterly Event



Entrepreneurial and DBE Development
120 SE Sixth Street, Suite 110, Topeka, KS, 66603
785.231.6048
DBE@topekachamber.org

The Disadvantaged Business Enterprise are participating partners of NaviGate.



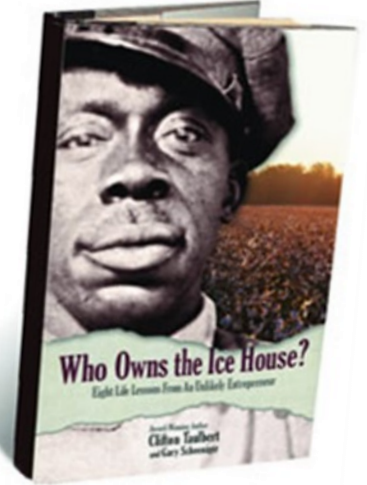
Next Course Offering

Fall 2012

Inspire, Inform and Involve

Built on a rigorous and relevant framework, this highly interactive program enables new entrepreneurs to learn from the first-hand experience of successful real-world entrepreneurs.

Drawing on the eight life lessons described in the book, the program will allow entrepreneurs to triumph over hardships and adversity by embracing an entrepreneurial mindset.



Who Owns The Ice House ? An Entrepreneurial Education Course

Course Hours:

6:00 pm to 9:00 pm (Wed.)
9:00-12:00 (Sat.)

120 SE Sixth Street
2nd Floor

To Enroll Contact:

GO Topeka's EMBD
Cyndi Hermocillo-Legg
VP of EMBD
(785)231-6000
clegg@TopekaChamber.org

Over for Q&A

Course Outline

- Lesson 1 - The Power to Choose
- Lesson 2 - Recognizing Opportunities
- Lesson 3 - Ideas Into Action
- Lesson 4 - Pursuit of Knowledge
- Lesson 5 - Creating Wealth
- Lesson 6 - Building Your Brand
- Lesson 7 - Creating Community
- Lesson 8 - The Power of Persistence

Q&A:

What can I expect to learn?

- Learn about the resources available in Shawnee County that can assist you as you develop your business concept.
- Practice and gain confidence in your ability to communicate in a business-like fashion.
- Develop critical thinking skills that will enable you to identify and evaluate entrepreneurial opportunities, manage risks and learn from the results.
- Understand the process that enables entrepreneurs with limited resources to transform a simple idea into a sustainable success.
- Understand and apply fundamental aspects of entrepreneurial thinking across disciplines and as a means of personal empowerment.
- Identify and interact with local entrepreneurs and business owners within their own communities.

Who is the Target Audience?

The Ice House Entrepreneurship Program is for those starting or growing entrepreneurs. Go Topeka's EMBD prioritizes Women-Owned, Minority-Owned, Low to Moderate Income and/or Shawnee County Entrepreneurs.

What does this course cost?

The Greater Topeka Chamber of Commerce/GO Topeka/EMBD Program scholarships all but **\$55.00** of the cost for participants from Shawnee County.

After taking this course are there any other incentives or resources to further develop any EMBD Graduates?

Yes, Greater Topeka Chamber of Commerce/GO Topeka/EMBD Programs has an incentive package to help entrepreneurs to continue their small business pursuits. Once an entrepreneur has successfully completed a (36) hour course, they become eligible for extended resources through the EMBD program.

Next Session Dates: **Class #2 (6:00 pm to 9:00 pm)**
Fall 2012



**Ask About our
Scholarships**



First Step FastTrac

An Entrepreneurial Education Course



Have you ever dreamed about becoming a small business owner? This real-world business multi-session educational course is designed to transform a business idea into a business concept. You will define personal vision and goals, and be given an introduction to a Model Business Reality Check.



- ✔ **Products/Services Explored**
- ✔ **Market Analysis**
- ✔ **Price & Profitability Analysis**
- ✔ **Feasibility Plan Created**
- ✔ **Action Plan for Next Step**
- ✔ **Graduation**

To Enroll Contact:
GO Topeka's EMBD
Cyndi Hermocillo-Legg
VP of EMBD
785.231.6000
clegg@GoTopeka.com



What can I expect during the First Step FastTrac course?

- You will determine the feasibility of your business idea through research and objective discussion including feedback from peers and experienced business coaches.
- You will learn about the resources available in Shawnee County that can assist you as you develop your business concept.
- You will practice and gain confidence in your ability to communicate in a business-like fashion.
- Your end product will include a Feasibility Plan.

Who is the Target Audience?

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Next Session Dates: *Class #32 (6:00 pm to 9:00 pm)*

May—July



The Entrepreneurial & Minority Business Development are participating partners of NaviGate..