

# STEINBECK INNOVATION



## FASTTRAC® NEWVENTURE® PROGRAM HELPING ENTREPRENEURS SUCCEED

### AN EXCITING OPPORTUNITY FOR ASPIRING AND EARLY STAGE ENTREPRENEURS

Owning your business is the American dream. Building it to withstand the test of time requires a unique set of tools.

That's where the Steinbeck Innovation FastTrac® NewVenture™ program will help entrepreneurs:

- Explore entrepreneurship
- Identify and address market needs and risk and success factors
- Objectively evaluate your concept and plans for moving forward
- Develop a working knowledge of business fundamentals such as marketing, product development, management, and financials
- Begin building an infrastructure for your business operations and processes
- Understand how to access human, financial, and business resources
- Network with entrepreneurs and professionals
- Build an actionable business plan
- Final session: pitch your idea and get feedback from investors

### APPLY TODAY TO BUILD RELATIONSHIPS TO HELP YOUR BUSINESS GROW

There's no substitute for experience. Each week, the SI FastTrac® NewVenture™ program will introduce you to successful entrepreneurs. We will create an environment that will help you gain insight and establish relationships that will last for years.

The SI FastTrac® NewVenture™ program provides the resources, support, and motivation to prove to yourself that your dreams are within reach. Ag tech and all other business concepts are encouraged to apply.

Application period: June 9th-July 7th

Notification of acceptance: July 8th-10th

Application available at [www.steinbeckinnovation.org](http://www.steinbeckinnovation.org)

**APPLICATION DEADLINE: JULY 7TH**

### PROGRAM DETAILS

#### NEW INSTRUCTOR

John Duhring has been a founding team member at nine startups, including 5th Generation Systems, EMC and AOL. He has experience applying technology to learning at Prentice-Hall, Apple, Dow Jones and Stanford's Professional Publishing Courses. Duhring is a Education Technology Specialist at Cogswell Polytechnical College in Sunnyvale, California, a fifth-generation Californian from the Monterey Peninsula, and a UC Berkeley alum.

#### WHEN

Thursdays, 5:30pm – 8:30pm

July 24, 31 + August 7, 14, 21

Saturdays, 10:00am – 2:00pm

July 26 + August 2, 9, 16, 23

#### WHERE

Hartnell College, Alisal Campus

1752 E Alisal Street Salinas, CA 93905

#### COST TO PARTICIPANTS

Salinas residents: \$299

All others: \$1,799

*A limited number of scholarships available upon request.*

#### NUMBER OF PARTICIPANTS

28 maximum



# FREQUENTLY ASKED QUESTIONS

## DETERMINE IF THE SI FASTTRAC® NEWVENTURE™ PROGRAM IS RIGHT FOR YOU!

### Q: WHAT CAN I EXPECT FROM THE SI FASTTRAC® NEWVENTURE™ PROGRAM?

A: The SI FastTrac® NewVenture™ program helps early stage entrepreneurs focus their efforts and refine their business concept. It helps you think critically about your idea and determine its true feasibility in the market. Additionally, it provides critical information on topics like acquiring funding and securing intellectual property.

### Q: WHO WILL I MEET AT THE SI FASTTRAC® NEWVENTURE™ PROGRAM?

A: From seasoned entrepreneurs and accomplished guest speakers, to ambitious peers and more, you'll begin cultivating a powerful community through a network of connections. Each person will share unique experiences and perspectives on what it takes to be successful when starting your own business.

### Q: HOW DOES THE COURSE WORK?

A: The SI FastTrac® NewVenture™ program establishes a group-oriented interactive environment designed to help you fully evaluate your idea. With peers and facilitators, you'll analyze the factors that go into starting, operating, funding, and growing your business. You'll be provided workbooks and a suite of online tools to help you get the most out of the program.

### Q: DO I HAVE THE TIME NEEDED TO GET THE MOST OUT OF THE COURSE?

A: The best way to capitalize on the SI FastTrac® NewVenture™ program is by investing the necessary time and energy. This can be difficult with our busy lives. For that reason, the SI FastTrac® NewVenture™ program offers flexibility through night and weekend sessions designed to fit the schedules of busy professionals.

### Q: WHAT ARE THE SELECTION CRITERIA FOR ACCEPTANCE INTO THE PROGRAM?

A: To maximize the learning for each participant, we have limited the number of participants to 30. We seek to maximize diversity across a number of variables: type of product/service, industry/market, age, and gender. We recognize that some ideas will be more refined than others. The most important selection criteria is you the entrepreneur, and your team. Make sure your application captures your commitment, your talents, and your energy.

### Q: HOW IS IT THAT CAPITAL ONE CURRENT AND FORMER EMPLOYEES DO NOT HAVE TO PAY TO ATTEND?

A: The City of Salinas is providing fee support using funds provided by Capital One for certain approved retraining activities. These funds can be utilized before or after a person has left Capital One. In addition, Capital One has allocated to each employee a training budget that can be utilized only after a person has stopped working at Capital One. These funds must be requested by the employee to be paid directly to approved organizations and schools for Capital One approved courses. The SI FastTrac® NewVenture™ program is on the list of approved courses. Details will be provided on the first session of the program.

This workshop is a collaborative effort of the Steinbeck Innovation Foundation, the city of Salinas, and SVG Partners. The Steinbeck Innovation Foundation seeks to galvanize our region's agricultural industry, educational resources, and innovative drive to build local prosperity and cultivate a competitive industry that addresses the world's food, water, and energy related challenges. SVG Partners is a management consulting and investment firm founded by experienced Silicon Valley technology executives. SVG Partners drives competitive advantage across organizations from strategy to implementation.

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