

News



Macomb County Department of Planning & Economic Development

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Contact: Patti Dib
586-469-6484

Macomb County offers entrepreneurs Fast Trac® to the Future

MOUNT CLEMENS, Mich. – The Macomb County Small Business & Technology Development Center (SBTDC) is offering a new program designed to help those who are considering starting their own business. “Fast Trac® to the Future” is a ten-week entrepreneurial training program which offers assistance in assessing the feasibility of entrepreneurial business concepts, evaluating market needs, analyzing and selecting target markets, developing a comprehensive business plan and operating budget and uncovering financing options. Led by SBTDC staff, the program will offer training, mentoring and valuable resources for course participants. Weekly guest lecturers provide first-hand insight into the world of successful business ownership.

The cost to participate is \$700. Full scholarships are available through the New Economy Initiative and the Ewing Marion Kauffman Foundation. Classes will be offered on Mondays from 8:30 a.m. to noon beginning February 1. A mandatory orientation for those wishing to receive full scholarships will be held on Monday, January 25 from 3 – 6 p.m. at TechTown, located on the campus of Wayne State University.

According to Don Morandini, Director of Macomb’s SBTDC, “Nearly 95 percent of all businesses in Macomb County employ less than 50 people. The Fast Trac® program offers the tools that new entrepreneurs need to determine their future level of success as well as the information and resources that will help them make the most of their efforts.”

“Helping people learn new business skills and developing their entrepreneurial spirit allows people to take charge of their future which leads to new jobs, a new competitive edge and renewed, vibrant energy for our community,” said Paul Gielegem, Board Chair.

Those interested in more information may call the Macomb County SBTDC at 586-469-5118 or visit www.macombcountymi.gov.

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About MI-SBTDC™

The Macomb County Department of Planning and Economic Development is home to the Region 10 Headquarters of a Michigan Small Business & Technology Development Center™. It provides counseling, training and market research for Macomb and St. Clair county business ventures, existing small businesses, expanding new businesses, new technology companies, and innovators. For more information, contact 586-469-5118 or visit www.gvsu.edu/misbtdc/region10

About FastTrac®

Launched in 1986 by the University of Southern California's Entrepreneurship Program, FastTrac is an award-winning, comprehensive package of entrepreneur-learning programs and materials. It provides existing and aspiring entrepreneurs with key business insights and skills, leadership experiences, and valuable networking and mentoring opportunities they need to start, grow, and lead businesses. FastTrac programs are delivered by a variety of over 300 alliance organizations—non-profit and for-profit alike—including chambers of commerce, business development centers, local and regional economic development councils, colleges, universities, consulting firms, and many others. For more information: www.fasttrac.org

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