**ALBA** Graduate Business School
**Business _unusual_**
at the American College of Greece

**metavallon**

**KAUFFMAN | FASTTRAC®**
Startup your idea.

## You want to grow your business. But how?

Your business has reached a critical stage in its life. You had the idea, you successfully launched it, and now, it's time for growth. But how do you get started? Find the answer with the FastTrac GrowthVenture program.

The FastTrac GrowthVenture program is a flexible course designed to help your business reach its true potential through proven frameworks and processes to facilitate sustainable growth and efficient operations.

## Course Overview

Take your business to the next level with a course designed specifically to help your business grow effectively and efficiently. You'll work to:

- Analyze your current business situation.
- Identify the best growth opportunities.
- Determine a model for growth.
- Build a budget that supports your vision and strategic plan.
- Find ways to strengthen your product/service.
- Determine the best sales strategies for your market.
- Optimize the roles and responsibilities of your management team.
- Discover the operational systems needed to support your growing business.
- Improve your profitability and financial performance.
- Implement your business plan.

**The course is about 30-hours in duration taught over several weeks. Certified FastTrac affiliates teach the course in an interactive environment where participants can build a unique network with one another to help bolster ideas.**

### Startup Your Idea.

FastTrac GrowthVenture program participants say that the course provided them with the knowledge and skills to grow their businesses.

*❝ The biggest benefit of this class for us, already having our product out for about a year, was how it helped us audit our way of thinking and get us motivated to go through the next phase. The class allowed us to make some very beneficial connections and gain valuable feedback about growing our company. ❞*

— Chris G.    FastTrac GrowthVenture Program Graduate

# [GROWTH] VENTURE  Course Summary

| STEP | 10 | **Making It Happen** |
| STEP | 9 | **Charting Financial Performance** |
| STEP | 8 | **Managing Operations for Growth** |
| STEP | 7 | **Leading the Organization** |
| STEP | 6 | **Seizing the Market** |
| STEP | 5 | **Strengthening the Product/Service** |
| STEP | 4 | **Using Financial Tools** |

## TAKING ACTION

| STEP | 3 | **Making Strategic Decisions** |
| STEP | 2 | **Exploring Growth Opportunities** |
| STEP | 1 | **Sizing Up Your Business** |

## SETTING DIRECTION

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## Apply

**Early Bird Deadline:** July 30, 2013

**Scholarships Announced by:** September 1, 2013

**Application Deadline:** September 12, 2013

**Registration URL:** *GrowthVenture2013*

*Process*

- Follow the above url to register for participation in the upcoming FastTrac NewVenture course this September.
- Once you register, we will contact you with more information regarding enrollment; these include scholarship opportunities, discounts eligibility, and payment details.
- Your seat will be reserved and guaranteed when full payment has been received *(latest by September 20, 2013)*

## Program Details

**Dates:** September 26 – December 12, 2013

**Time:** every Thursday 6:00-9:00pm

**Venue:** ALBA Graduate Business School, 6-8 Xenias St., 115 28 Athens, Greece

**Facilitators:** Alexis Komselis, Alexandra Choli

**Organizers:** ALBA Graduate Business School, Metavallon

*Course delivered in Greek. Course material in English.*

## Tentative Schedule

*Modules 1 to 10:* on September 26, October 3, 9, 17, 24 & 31, November 7, 21, & 28, December 5

*Final Presentations:* on December 12

*Disclaimer: Schedule and dates are subject to change. This brochure, and all information related to the dates it contains, are provided "as is."*

## Tuition & Scholarships

**Full Tuition Fee:** € 870

**Early Bird Registration Discount:** 30% *(paid by July 30, 2013)*

**ALBA & Metavallon Community:** 20% *(Alba Students & Alumni, Metavallon Participants & Alumni)*

**Team Discounts:** Please enquire
*(Discounts may be cumulative, but may not exceed 40% of Full Tuition)*

**Scholarships:** The Embassy of the United States Scholarship | Half Tuition (50%)