



# MAXIMIZE SOLUTIONS.

Minimize risks.

**BRAINSTORM**

**DEVELOP**

**VALIDATE**

## LaunchIt: Powered by Forcht Center

Ideal for startups and early-stage companies or established businesses looking to launch a new product, our intensive 10-week program will help you move from concept to execution. At the end of LaunchIt, participants will have a validated, de-risked launch strategy, confident that their product is something customers will pay for!

- Validate your business model and market
- Create investor/consumer-oriented slide decks
- Master the elevator pitch

UNIVERSITY OF  
**LOUISVILLE**

FORCHT CENTER FOR  
ENTREPRENEURSHIP

### PROGRAM DETAILS

**CLASSES:** Thursday evenings 6-9PM  
*August 29-November 7*  
*no class on October 24*

**LOCATION:** iHub (204 S. Floyd St.)  
*complimentary parking in the*  
*surface lot of One Innovation*  
*Center*

**COST:** \$895 per person  
*cost for a second and third person*  
*involved in the same opportunity*  
*is \$250/person*

### GRANT OPPORTUNITIES:

Military veterans, visit: [VetStart](#)

Under-represented, lower-wealth  
entrepreneurs, visit: [ULaunch](#)

UofL staff, faculty, students, alumni,  
visit: [icorps](#)

**LEARN MORE**

**Contact Mary Tapolsky**

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**502.852.0197**

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# LaunchIt: Powered by Forcht Center

LaunchIt is an ideal setting for you to integrate into the community and establish productive relationships with the speakers, coaches, and fellow entrepreneurs.

- Weekly presentations by successful local business leaders
- Gain the knowledge you need to launch and grow your business from coaches with extensive entrepreneurial experience
- Learn about topics including legal structure, sources of capital, local resources and more

## OUT-OF-CLASS COMMITMENTS AND CONSIDERATIONS

- Listen to the Steve Blank Udacity course “How to Build a Startup” (approx. 30 minutes/week)
- Conduct interviews and update business model canvases (approx. 5 hours/week)
- Present progress updates to the group (every second or third meeting)

**REGISTER HERE TODAY!**

**REGISTRATION DEADLINE:**

Tuesday, August 20, 2019



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