



CITY OF  
FORT LAUDERDALE

**INFO SESSION  
STARTING SOON!**

Apply now:  
[ftlcity.info/startupftl](http://ftlcity.info/startupftl)





Brought to you by the City of Fort Lauderdale

Applications Due Friday, July 11th at 11:59pm EST

# Agenda

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1. Meet the Public Affairs Team
2. StartUp FTL Program
3. Business Stages
4. Course Eligibility
5. Program Modules
6. Application Roadmap
7. Application Questions
8. Course Details
9. What to expect?
10. Course Timeline
11. Q&A

# City of Fort Lauderdale Public Affairs



**Daphne Sainvil**  
Division Manager



**Von Howard**  
Administrative Supervisor



**Ashley Dixon**  
Management Analyst



**Melissa Mata**  
Sr. Management Fellow



**Nikki Austin-Shipp**  
Administrative Aide

## Economic Development

Dedicated to cultivate and build strong relationships with the business community as the primary point of contact in all phases of business growth.

The Division focuses in fostering entrepreneurship and education for small and medium -sized businesses.



## Government & International Affairs

The Division partners with international consulates and embassies for advocacy and economic advancement. Serves as a liaison between the city and other levels of government, as well as external stakeholders.



## What is StartUp FTL?

Designed specifically for Fort Lauderdale's entrepreneurs, the StartUp FTL program ensures that the skills acquired are directly applicable to participants' business operations. Recognizing the unique challenges faced by business leaders, the program focuses on essential business functions critical for achieving operational success.

The program's 10 -12 week hybrid format includes both in -person and digital sessions to provide flexibility.

Participants will engage with modules from the renowned FastTrac Kauffman Business curriculum. Thanks to funding from the City of Fort Lauderdale Public Affairs Division, this valuable resource is available at no cost to participants.

Our goal is to empower local entrepreneurs and foster a vibrant entrepreneurial ecosystem within the community.



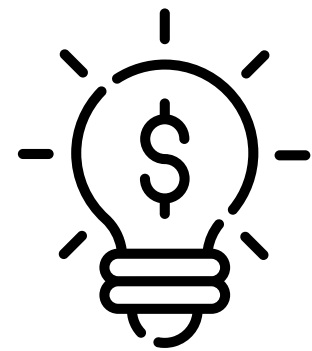
## What is StartUp FTL **IDEATION** Cohort?

The [Accelerated StartUp FTL Ideation Cohort](#) is a 6-week business training program designed for individuals in the early stages of planning a business. Whether you're still shaping your idea or have just launched your business, this program will give you the tools, guidance, and support to move forward with confidence.

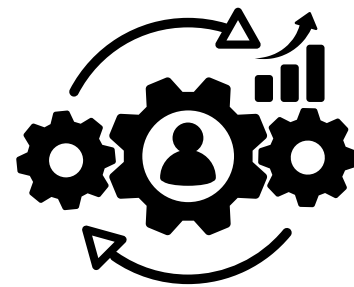
In early June, the City received a grant from the National League of Cities allowing us to conduct an accelerated course where five (5) lucky participants are eligible to receive a grant upwards of \$1,000 through a pitch competition. This application is specifically intended for entrepreneurs and business owners in the ideation or early startup phase. The accelerated cohort will focus on how to successfully start a business in the City of Fort Lauderdale, providing foundational knowledge and hands-on tools to support your launch.

# ***BUSINESS STAGES ACCEPTED***

## ***the GENERAL 10-WEEK COHORT***



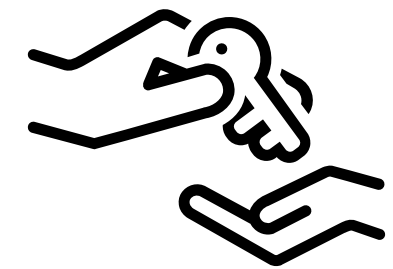
IDEATION



STARTUP



GROWING

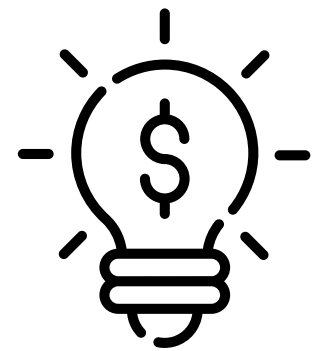


ESTABLISH /  
EXPANDING

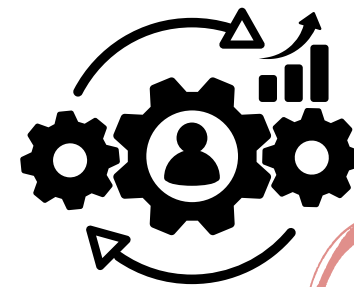


# ***BUSINESS STAGES ACCEPTED***

## ***the IDEATION COHORT***



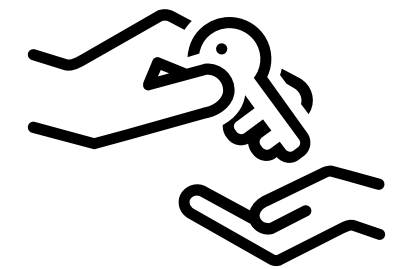
IDEATION



STARTUP



GROWING



ESTABLISH /  
EXPANDING



# COURSE ELIGIBILITY



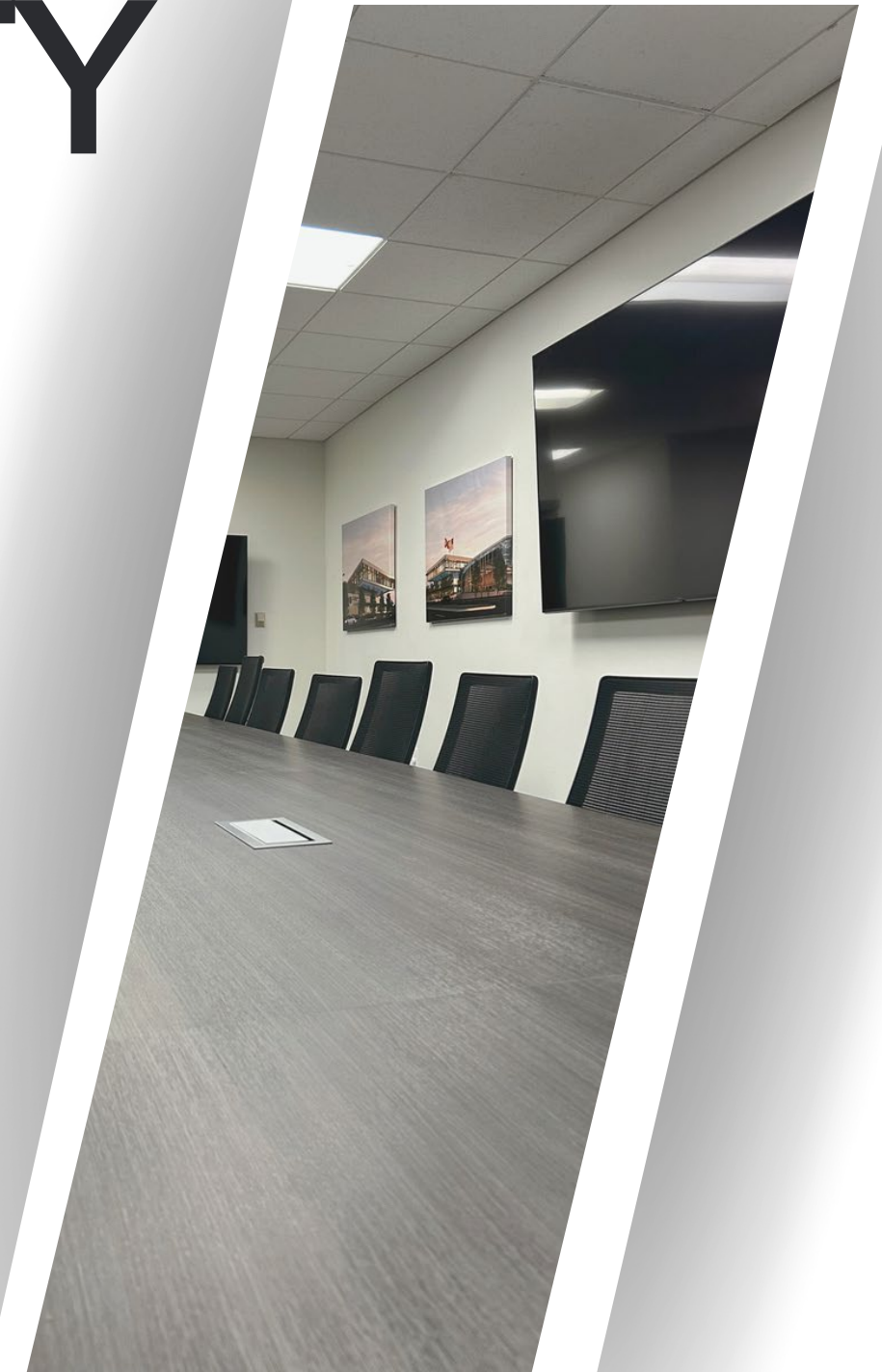
## WHO IS ELIGIBLE?

1. Live in the City of Fort Lauderdale
2. Or want to start your business in the City of Fort Lauderdale
3. Have a business or a business idea ready by the first day of class
4. Commitment to attend all sessions and complete program assignments



## WHAT DO I NEED?

1. An idea for a new or current business
2. Access to a laptop or device to complete in-class and after-class assignments



# KAUFFMAN FASTTRAC®

The Kauffman FastTrac curriculum is for early-stage entrepreneurs to learn how to launch their businesses.

## *Accelerated program\** 3 Modules - 6 Weeks

Participants will develop and refine their business idea. The lessons will provide tools to evaluate the feasibility of their business concept before building a business plan.

### Ideate

Participants will explore strategies to identify and evaluate opportunities for business startup and growth. Participants will learn how to conduct market research to understand their industry.

### Position

Participants will write and refine their business plan that will guide the launch of the business. This encompasses building the business structure. Finally, participants will identify the appropriate funding sources to reach financial goals and build profit.

### Commit

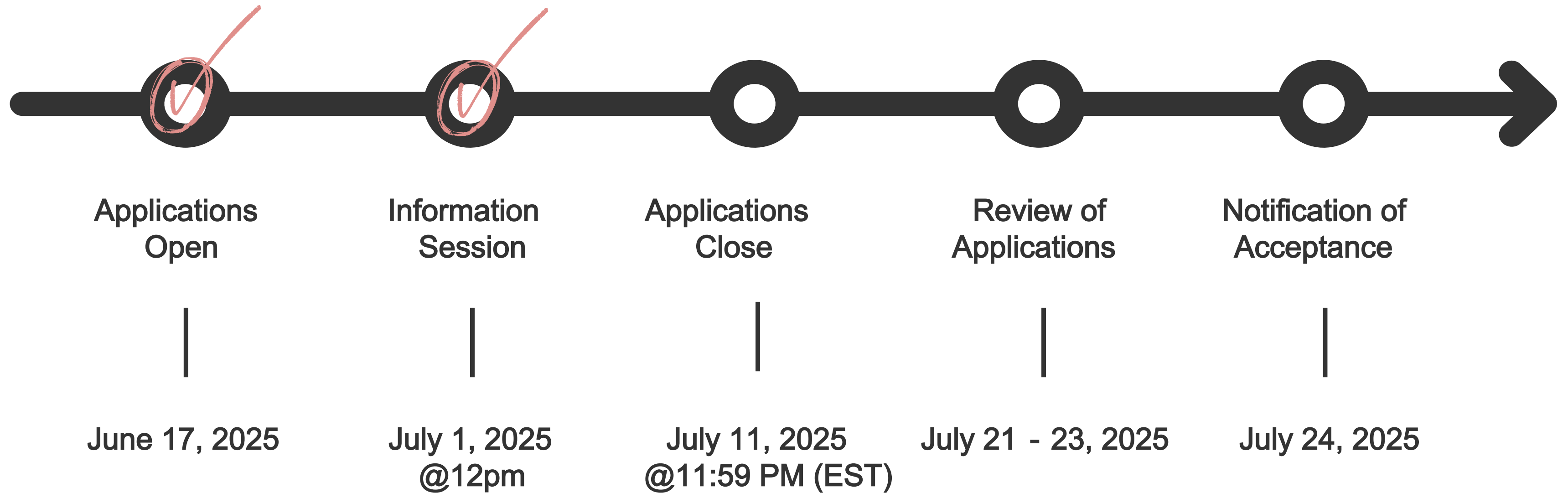
Participants will learn how to sell and distribute their product/service identifying the best marketing strategies. Participants will learn how to build their best sales team and how to implement their business brand into their business processes.

### Refine

Participants will determine whether they are ready to launch their business. Participants will explore a “launch checklist” to ensure maximum marketing impact with the minimum amount of resources.

### Launch

# *Application Roadmap*



# Be ready to respond the following questions.....

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1

Describe your business or business idea.

2

Describe your main goals for participating in StartUp FTL.

3

Describe what challenges your business is currently experiencing, and why is it impactful for your business.

4

Describe the specific financial needs or challenges your business is currently facing.



# Application Question

Describe your business or business idea.

1

Consider this question as a sales pitch. How are you describing your business?

2

Are you providing a service or selling a product? Who will be buying your product/service?

3

Who will be buying your product/service? Who are your customers?



# Application Question

Describe your main goals for participating in StartUp FTL.

- 1 What made you submit an application? Explain.
- 2 How will StartUp FTL help with your business growth? Explain.
- 3 What are you expecting to learn from this course? Explain.

*\*Is it sales... marketing... drafting a business model...?*



# Application Question

Describe what challenges your business is currently experiencing, and why is it impactful for your business.

- 1 What is keeping you from launching your business? Explain.
- 2 Why is your business still in the planning stages? Explain.
- 3 What will happen if you can fix what is holding you back? Explain.

*\*Is it time... is it resources... is it not knowing how to start?*



# Application Question

Describe the specific financial needs or challenges your business is currently facing.

1

Are there any financial barriers keeping your business from growing?

2

If you have the capital at hand, what would you use it for? And why?

3

Explain why your business is going through these financial barriers and challenges.



# COURSE DETAILS



## Hybrid Program

**City Office**  
101 NE 3rd Ave,  
Fort Lauderdale, 33301  
or via  
**Zoom**



## Orientation

**August 18, 2025**  
6:00 PM - 8:00 PM



## Course Begins

**August 26, 2025**  
Tuesdays & Thursdays  
6:00 PM - 8:00 PM

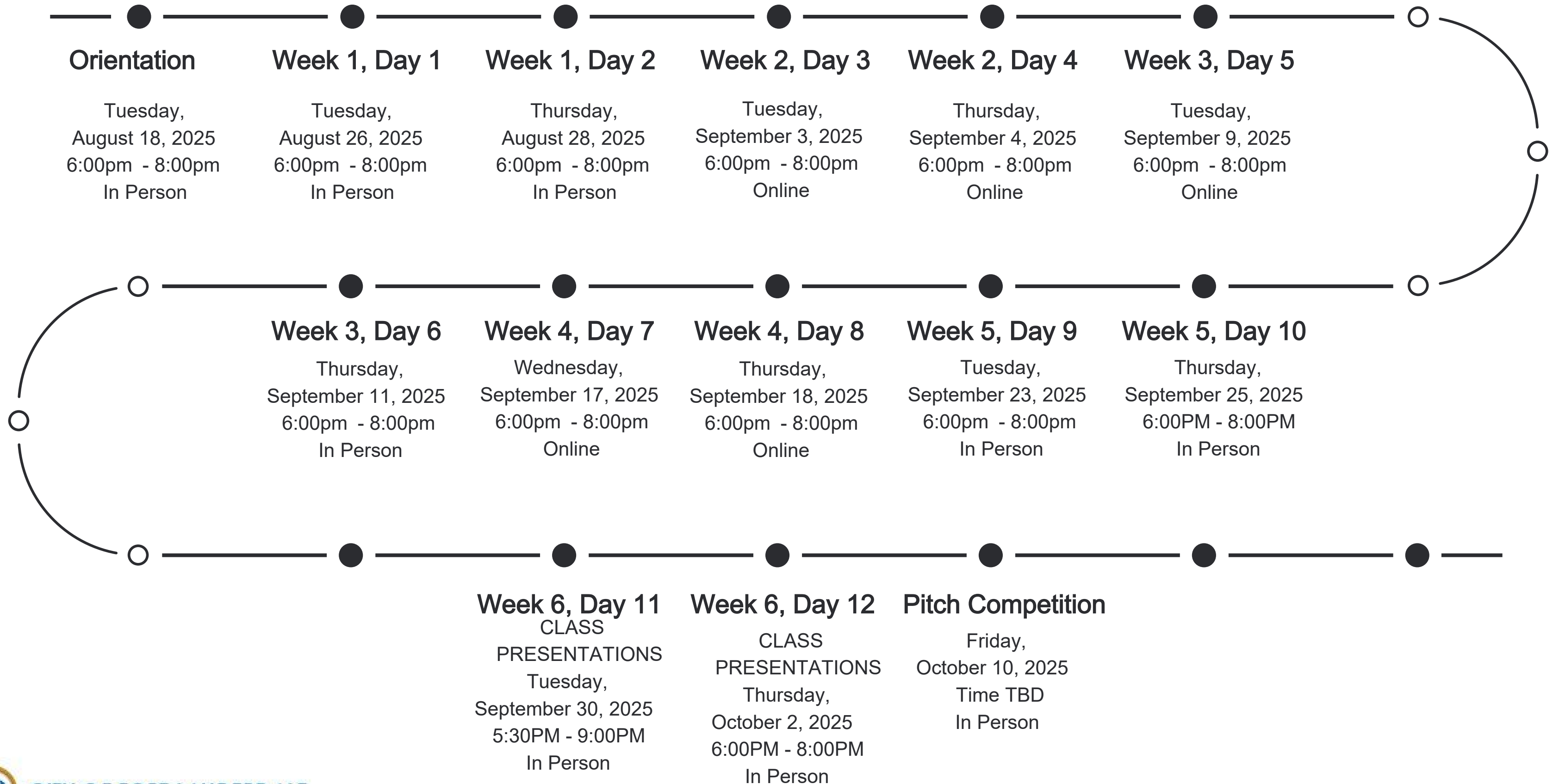


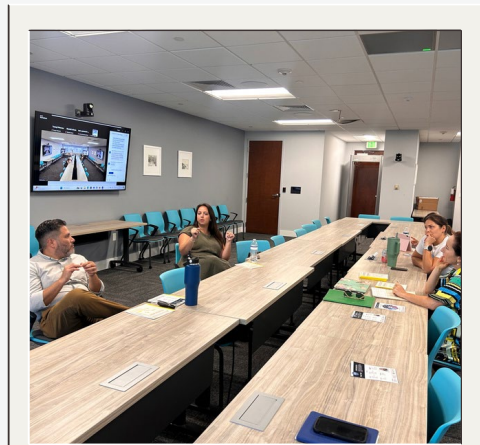
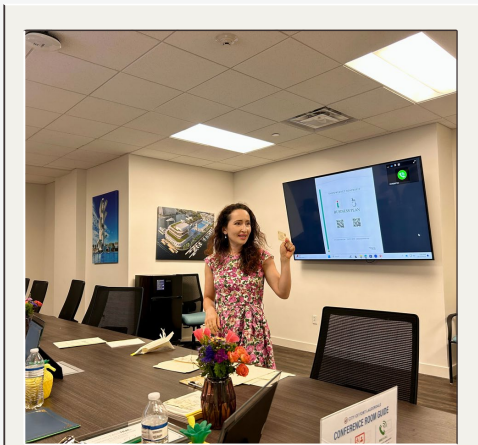
## Course Length

**6 Week Program**  
7 classes in person  
5 classes online

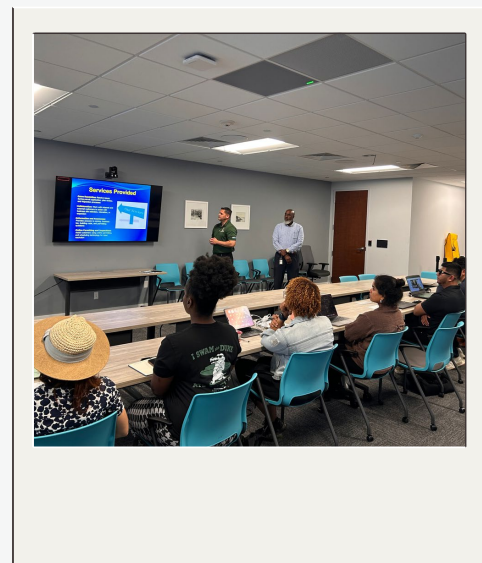
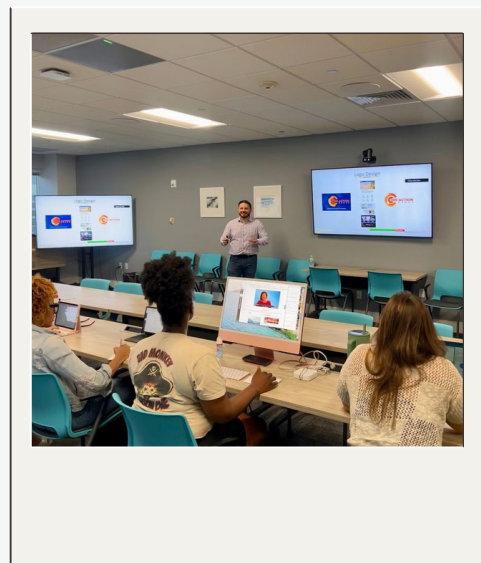
*Schedule may be subject to change\**

# ROADMAP TIMELINE





# What to Expect?



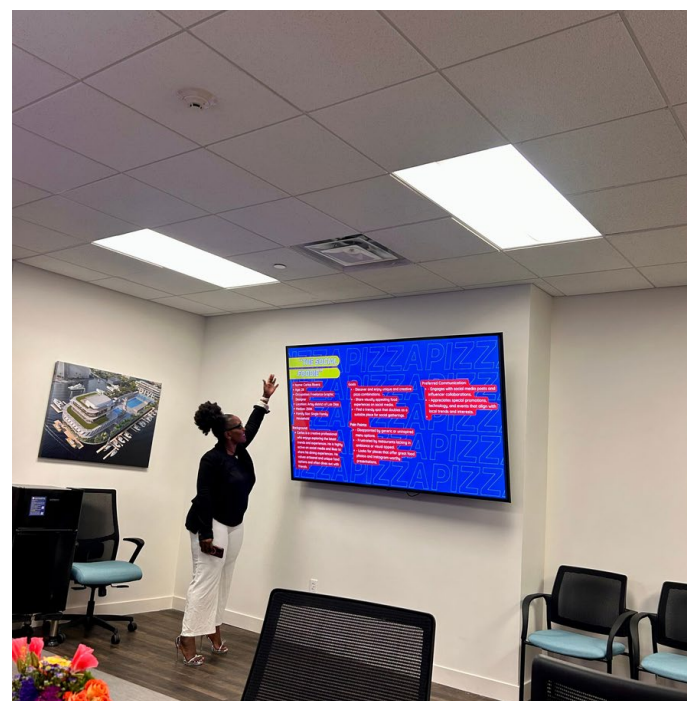
- 1 Course classes will be Tuesdays & Thursdays for 2 hours  
*\*class dates subject to change*
- 2 Learn from local experts and business leaders!
- 3 Connect with local entrepreneurs!
- 4 Business Plan presentation at the end of the course
- 5 Learn about local, county, and South Florida resources



**Applications Close**  
**Friday,**  
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**Apply now:**  
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**Contact Information:**  
**Program Coordinator**  
**Melissa Mata**  
**[MMata@fortlauderdale.gov](mailto:MMata@fortlauderdale.gov)**  
**(954) 828-6182**





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