



VVP Objective

Objective:

To enable veterans and their families to conduct a thorough feasibility analysis on their business idea. Prepare a comprehensive business plan, create a business presentation, and learn to present it.

Format:

- Eight 3-hour training sessions and hands on clinics that combines classroom training, speaker series and workshops where consultants with industry credentials work with veterans to deliver concrete deliverables.
- Two presentation sessions where the veterans will present and be coached on their presentation.
- 10 months of business review and coaching by industry leaders

Deliverables:

- 1) Business Idea Feasibility Analysis
- 2) Comprehensive Business Plan
- 3) Business Plan Presentation

Business Consultants

Who:

Entrepreneur and industry leaders with years of consulting and business experience who are eager to give back by donating 9 weeks of free consulting for our veterans followed by 10 months of business review and coaching.

Value: Provide 9 weeks of consulting (with working sessions each week) in producing the following outcomes:

- Consult with veteran business owner to conduct a business idea feasibility analysis,
- Co-author a comprehensive business plan,
- Co-author a summary business presentation and coach them on delivering that presentation effectively.

Lecture Series

Who:

Lecturers and subject matter experts from the corporate, academic, and consulting sectors with significant hands-on expertise in business planning and experience in training

Value: Formal virtual classroom style participative presentations on the processes, tools, and techniques of creating and writing an effective business plan, (see curriculum below) that teaches the students to create an accurate, complete, and credible business plan for their venture



Format: 2 hours of prepared lecture each week with built in participative modules.

Speaker Series

Who:

Subject matter experts from the academic, consulting and government sector with speaking experience in relevant subjects

Value: Formal presentations on a variety of subjects (see curriculum below) that bring new perspectives to the veterans that are relevant to their business plan process

Format: 15 – 20 min prepared presentation, 10 – 15 mins Q&A

Curriculum*

Week 1 : Introduction and Program Overview

Lab: Skills of a successful Entrepreneur

Week 2: Business Plan Overview and Value Proposition

Lab: Basics of a P&L statement

Week 3: Market Research

Lab: Market sizing and research techniques

Week 4: Marketing Operational Plan

Lab: How to network effectively

Week 5: Business Operational Plan

Lab: Startup Logistics and keys to success

Week 6: Assumptions and Forecasting

Lab: Creating a P&L for your business

Week 7: Accounting Statements

Lab: Presentation Skills

Week 8: Key success criteria for a loan application

Lab: Presentation from a prior winner

Week 9 (1 to 2 days): Pitch Competition with cash awards for winner

**Note: Curriculum is often adjusted to meet the needs of the students of a specific cohort.*

Additional 10 months: Continued mentoring including quarterly business evaluation and course correction.