

# STARTING OR GROWING A VETERAN-OWNED BUSINESS



Veterans have the character, discipline and skills needed to succeed as small business owners and entrepreneurs. Wondering what it takes and how you can prepare?

## ENROLL IN BOOTS TO BUSINESS

AN ENTREPRENEURSHIP TRAINING PROGRAM  
FOR VETERANS AND THEIR SPOUSES

### ABOUT BOOTS TO BUSINESS

#### THE ENTREPRENEURSHIP TRACK OF THE TRANSITION ASSISTANCE PROGRAM

Boots to Business is an entrepreneurial education and training program offered by the U.S. Small Business Administration (SBA) as a training track within the Department of Defense's Transition Assistance Program (TAP). The curriculum provides valuable assistance to transitioning service members exploring business ownership or other self-employment opportunities by leading them through the key steps for evaluating business concepts and providing the foundational knowledge required to develop a business plan. In addition, participants are introduced to SBA resources available to help access start-up capital and additional technical assistance.

### A TWO STEP PROGRAM

#### 1) INTRODUCTION TO ENTREPRENEURSHIP TWO-DAY COURSE

A two-day course offered as a TAP training track course for those interested in learning more about the opportunities and challenges of business ownership. Subject matter experts and practitioners from SBA and its network of partners teach the course at over 165 military installations worldwide. Participants learn business fundamentals and techniques for evaluating the feasibility of their business concepts.

#### 2) FOLLOW ON COURSES OFFERED BY THE IVMF

The next step is an interconnected system of learning that allows flexibility and encompasses many paths to education. It gives the participants the tools to determine the right path for themselves through assessment and comfort level.

- ▶ **MARKET RESEARCH:** designed for individuals who are ready to launch their business immediately

**Primary Market Research:** this course teaches students how to operationalize the tools for the creation of the value proposition and market validation.

**Defining and Redefining Product Market Fit:** further discussion of how to apply the tools for the value proposition and market validation.

- ▶ **BUSINESS FUNDAMENTALS:** those that are still exploring entrepreneurship but need more education in basic Business education and knowledge. This section is composed of thirteen, 2-3 hours modular classes in asynchronous one-week online course.
- ▶ **OPTIONAL TRACKS:** offers virtual connection with specialists in Franchising, Manufacturing, Retail, and Government Contracting.



### WORKSHOP DETAILS

#### Okinawa 2022 DATES

January 20-21\*  
February 14-15 (Virtual)  
March 10-11 (Virtual)  
April 21-22\*  
May 16-17 (Virtual)  
June 23-24 (Virtual)  
July 14-15\*  
August 18-19 (Virtual)  
September 19-20 (Virtual)  
October 13-14\*  
November 17-18\*

*\*Scheduled to be brick and mortar (In Person) workshop, but could change due to COVID-19 and HPCON Level.*

**TO REGISTER CONTACT 645-3151**

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### QUESTIONS:

Contact Kim Street at [kmstreet@syr.edu](mailto:kmstreet@syr.edu)

The Boots to Business entrepreneurship education program is provided through the coordinated efforts of the SBA and the following valued partners.

