



TWO-DAY INTRODUCTION TO ENTREPRENEURSHIP WORKSHOP **Nov 14th – Nov 15th, 2018**

TRAINERS

Business Consultant, New Hampshire Small Business Development Center

Miguel A. Morales

Veterans Business Development Officer, U.S. Small Business Administration, New Hampshire District Office

William Card

Veterans Business Development Officer, U.S. Small Business Administration, Maine District Office

Nancy Person

Director Center for Women & Enterprise

Tony Sayess

Attorney Orr&Reno

David Weed

Service Credit Union

RESOURCES

- The Boots to Business Student Resources Portal at <https://sbavets.force.com/>
- SBA Office of Veterans Business Development Page (<https://www.sba.gov/ovbd>)
- SBA Website (<https://www.sba.gov/>)
- SBA Learning Center (<https://www.sba.gov/learning-center/>)

GOALS & OBJECTIVES

- 1. To assist participants in understanding the steps, stages, and activities related to launching and growing a business as a post-military career.**
- 2. To help participants understand how business ownership might align (or not) with their own personal strength and life goals.**
- 3. To provide introductory training and orientation to the fundamental tools and strategies associated with executing on plans to launch a new business**

DAY ONE NOVEMBER 14TH

8:30 – 9:00 am	WELCOME AND INTRODUCTIONS OBJECTIVE: Provide an overview of the Boots to Business program, the 2-day workshop, and Introduction to Feasibility Analysis.
9:00 – 10:00 am	TRAINING MODULE 1: INTRODUCTION TO THE ENTREPRENEURIAL EXPERIENCE OBJECTIVE: Provide an overview of the entrepreneurial process, what it means to be an entrepreneur, the opportunities and challenges and military skills and attributes that transfer over to entrepreneurship. <ul style="list-style-type: none">• Small Business Development Center• Warren, Daniel
10:00 – 11:00 am	TRAINING MODULE 2: RIGHT IDEA? BASICS OF OPPORTUNITY RECOGNITION OBJECTIVE: Describe the process and activities related to understanding the ‘business case’ for turning an idea into a sustainable business concept. <ul style="list-style-type: none">• Small Business Development Center• Warren, Daniel
11:00–11:15 a.m.	BREAK
11:15 – 11:30 am	APPLIED ACTION SESSION (I) OBJECTIVE: Apply conceptual training (Opportunity Recognition) to personalized feasibility plan. <ul style="list-style-type: none">• Small Business Development Center• Warren, Daniel
11:30 am - 12:30 pm	LUNCH
12:30 – 1:30 pm	TRAINING MODULE 3: UNDERSTANDING MARKETS & YOUR COMPETITIVE SPACE OBJECTIVE: Understand how to conduct market research, the importance of market research, and also the basics of competitive strategy/analysis. <ul style="list-style-type: none">• SBA Maine District Office
1:30 – 1:45 pm	BREAK
1:45 – 2:00 pm	APPLIED ACTION SESSION (II) OBJECTIVE: Apply conceptual training (Markets & Competition) to personalized feasibility plan. <ul style="list-style-type: none">• SBA Maine District Office

- 2:00 – 3:00 pm **TRAINING MODULE 4: THE ECONOMICS OF SMALL BUSINESS START-UP**
OBJECTIVE: Understand the foundation for the cost, price, volume relationship, as it informs profit potential and sustainability for the planned venture.
- [David Weed -Assistant Vice President, Business Services Service Credit Union](#)
- 3:00 – 3:20 pm **APPLIED ACTION SESSION (III)**
OBJECTIVE: Apply conceptual training (Economics) to personalized feasibility plan.
- [David Weed -Assistant Vice President, Business Services Service Credit Union](#)
- 3:20 – 3:30 pm **CLOSING REMARKS AND INSTRUCTIONS**

DAY TWO NOVEMBER 15TH

- 8:30 – 8:45 am **OPENING REMARKS**
- 8:45– 9:45 am **MODULE 5: PICKING THE CORRECT LEGAL ENTITY FOR YOUR BUSINESS**
OBJECTIVE: Understand the various legal forms of a business; opportunities and challenges associated with each; offer an overview of other legal considerations impacting veteran-owned business; government contracting. .
- [Tony Sayess – Orr&Reno](#)
- 9:45 – 10:00 am **BREAK**
- 10:00 – 11:00 am **MODULE 6: FINANCING YOUR VENTURE**
OBJECTIVE: Understand the resources required to execute on your venture concept; understand the different opportunities to fund start-up and subsequent growth; opportunities and challenges associated with each. .
- [Center for Women & Enterprise](#)
 - [Nancy Person](#)
- 11:00 – 11:15 am **APPLIED ACTION SESSION (IV)**
OBJECTIVE: Apply conceptual training (Legal & Financing) to personalized feasibility plan.
- [Center for Women & Enterprise](#)
- 11:15 am - 12:45 pm **LUNCH**

12:45 – 1:45 pm

MODULE 7: INTRODUCTION TO BUSINESS PLANNING

OBJECTIVE: Leveraging the Nuts & Bolts Guide to Business Planning, understand how to move from feasibility analysis to constructing a viable and fundable business plan. .

- [Center for Women & Enterprise](#)
- [Nancy Person](#)

1:45 – 2:00 pm

APPLIED ACTION SESSION (V)

OBJECTIVE: Apply conceptual training (Business Planning) to personalized feasibility plan.

- [Center for Women & Enterprise](#)
- [Nancy Person](#)

2:00 – 2:15 pm

BREAK

2:15 – 3:15 pm

MODULE 8: MOVING FORWARD: RESOURCES TO SUPPORT YOU

OBJECTIVE: Understand the resources available through the SBA, VA, and other resource partners positioned to provide future training and support of the participant's efforts to launch and grow a sustainable business venture.

- [Miguel Moralez NH Small Business Administration](#)

3:15 – 3:30 pm

APPLIED ACTION SESSION (6)

OBJECTIVE: Apply conceptual training (Personal Support Plan) to personalized feasibility plan.

3:30 – 3:45 pm

GROUP QUESTION/ANSWER SESSION/CLOSING REMARKS

LOCAL RESOURCES

SBA District Office (New Hampshire)

New Hampshire SBDC

SCORE

<http://www.sba.gov/NH>
<http://www.sba.gov/ME>

<http://www.nhsbdc.org>

<http://www.score.org>

Veterans Business Outreach Center

Women's Business Center

<http://www.CWEonline.org/VBOC>

<http://www.cweonline.org>

BOOTS TO BUSINESS FOLLOW-UP

Online Training:

All Boots to Business and Reboot graduates are eligible for follow-on Boots to Business training. These courses are offered at no cost to participants by SBA Cooperative Agreement partners the Institute for Veterans and Military Families (IVMF) at Syracuse University and Mississippi State University (MSU) College of Business. Courses include:

Market Research, Business Fundamentals, Specialty Tracks from IVMF: The Boots to Business (B2B) Follow-on Program Suite is a multi-faceted program comprised of three components – Market Research, Business Fundamentals, and various specialty tracks – delivered jointly by the Institute for Veteran and Military Families (IVMF) at Syracuse University and The School of Hotel Administration at Cornell University.

B2B Revenue Readiness from MSU: Six-week virtual training program, using an interactive classroom with a “live” instructor that meets twice a week. Designed to help participants take a business idea from concept to actionable plan in a relatively short timeframe, B2B RR helps participants focus on identifying and understanding customers, developing a business model, and drafting a business plan.

Building on the knowledge gained in the introductory two-day B2B course, the follow-on programs are designed to meet you wherever you are in your entrepreneurial journey whether you’re ready to launch, need further insight on business fundamentals, or even desire industry-specific training.

To sign up, visit <https://sbavets.force.com/>, and check the **Calendar** or **Class List** section for upcoming *Business Fundamentals*, *Market Research*, or *Revenue Readiness* courses. You can also email SBA’s Boots to Business team at boots-to-business@sba.gov, or call us at 202.205.VET1 (8381).

To be eligible to register for Business Fundamentals, Market Research or B2B Revenue Readiness, participant must have completed a B2B or Reboot course, and have a profile on the B2B Community Portal. To create your profile, visit: <https://sbavets.force.com/s/login/SelfRegister>)

SBA’s Online Learning Center: Free training for Starting or Managing a Business, Marketing, Financing, or Government Contracting, available 24/7 at: <https://www.sba.gov/sba-learning-center/>

One-On-One Mentoring and Other Support:

Find the nearest SBA district office or other resources in your area: <https://www.sba.gov/tools/local-assistance>