



TWO-DAY INTRODUCTION TO ENTREPRENEURSHIP WORKSHOP May 18/19, 2022

Miguel A. Moralez

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

www.sba.gov/NH

William Card

Maine District Office

www.sba.gov/ME

Frank Alvarado

Connecticut District Office

www.sba.gov/CT

Jennie Murphy

Project Director, Veterans Business Outreach Center

www.cweonline.org/VB0C

Chandra Reber

www.cweonline.org

Amy Brady

www.ebenefits.va.gov/ebenefits/about/feature?feature=vocational-rehabilitation-and-employment

Robert I. Best

Attorney, Sulloway & Hollis

www.sulloway.com

Earl Rosse

Service Credit Union Senior Manager – Commercial Lending

www.servicecu.org

Vardhan Bajpai

Business Advisor, New Hampshire Small Business Development Center

www.nhsbdc.org

Peter Stein and John Kane

<https://seacoast.score.org>

Michael Harrington

Entrepreneurs Source

www.mharrington.esourcecoah.com

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 1

- 9 – 9:30 am WELCOME AND INTRODUCTIONS
OBJECTIVE: Provide an overview of the Boots to Business program, the 2-day workshop,
- 9:30 – 10:30 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.

Jennie Murphy - Veteran Business Outreach Center

Franchising

- 10:30 – 11:00 am **Michael Harrington - The Entrepreneur’s Source**
- 11:00 - 11:10 am **Break**
- 11:10 – 12:10 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.

Frank Alvarado Connecticut District Office

12:15 pm - 1:15pm	LUNCH
1:15pm – 2:15pm	<p>MODULE 5: PICKING THE CORRECT LEGAL ENTITY FOR YOUR BUSINESS</p> <p>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.</p> <p style="text-align: center;">Robert L. Best Sulloway & Hollis, P.L.L.C</p>
2:15pm – 2:30	BREAK
2:30pm – 3:30 pm	<p>TRAINING MODULE 4: THE ECONOMICS OF SMALL BUSINESS START-UP</p> <p>OBJECTIVE: Understand the foundation for the cost, price, volume relationship, as it informs profit potential and sustainability for the planned venture.</p> <p style="text-align: center;">Earle Rosse - Service Credit Union</p>
3:30 pm	CLOSING REMARKS AND INSTRUCTIONS

DAY 2

8:45 – 9:00 am	OPENING REMARKS
9:00 am – 10:00 am	<p>TRAINING MODULE 3: UNDERSTANDING MARKETS & YOUR COMPETITIVE SPACE</p> <p>OBJECTIVE: Understand how to conduct market research, the importance of market research, and the basics of competitive strategy/analysis.</p> <p style="text-align: center;">William Card - SBA Maine District Office</p>
10:00 – 10:10 am	BREAK
10:15 am – 11:15 am	<p>MODULE 6: FINANCING YOUR VENTURE</p> <p>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.</p> <p style="text-align: center;">Vardhan Bajpai – NH Small Business Development Center Tuesday Belanger – NH SBA</p>
11:15 am – 11:30am	Veteran Readiness & Employment, Amy Brady, M.A., LCHMC

11:30 am - 12:45 pm	LUNCH
12:45 – 2:00 pm	<p>MODULE 7: INTRODUCTION TO BUSINESS PLANNING</p> <p>OBJECTIVE: Leveraging the Nuts & Bolts Guide to Business Planning, understand how to move from feasibility analysis to constructing a viable and fundable business plan.</p> <p>Peter Stein and John Kane – Seacoast SCORE</p>
2:00 – 2:15 pm	BREAK
2:15 – 3:15 pm	<p>MODULE 8: MOVING FORWARD: RESOURCES TO SUPPORT YOU</p> <p>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.</p> <p>Miguel Morales – SBA New Hampshire District Office Bradley Currie - SBA Maine District Office Daniel Monahan SBA Vermont District Office Frank Alvarado – SBA Connecticut District Office</p>
3:15 – 3:45 pm	GROUP QUESTION/ANSWER SESSION/CLOSING REMARKS

LOCAL RESOURCES

SBA District Office

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

Veterans Business Outreach Center

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

SCORE

<http://www.scorenh.org>

Women’s Business Center

<http://www.cweonline.org>

New Hampshire Small Business Development Center

<http://www.nhsbdc.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>