



# == VETERANS == ENTREPRENEURSHIP == PROGRAM ==

**EMPOWERING DISABLED VETERANS**

**MAY 7-14, 2016**  
**THE UNIVERSITY OF FLORIDA**  
**GAINESVILLE, FLORIDA**

**Presented by the University of Florida**

In partnership with Oklahoma State University and  
the University of Tennessee Chattanooga

# UNIVERSITY OF FLORIDA

The University of Florida (UF) is a major, public, comprehensive, land-grant, research university. The state's oldest and most prestigious university, UF is among the nation's most academically diverse public universities. UF has a long history of established programs in international education, research, and service. It is one of only 17 public, land-grant universities that belong to the Association of American Universities.

## WARRINGTON COLLEGE OF BUSINESS

The Warrington College of Business is one of the world's top-rated business programs, recognized for excellence by U.S. News & World Report, The Wall Street Journal, Financial Times, The Economist, and Fortune. As part of a Research 1 institution, Warrington is dedicated to a substantial research agenda. In addition to its teaching mission, from the undergraduate to the doctoral level, Warrington educates future business leaders by using teaching methods that provide the following opportunities: development of leadership, interpersonal and total management skills; promoting mastery of business functional areas; and fostering the habits and attitudes that constitute a solid research and work ethic.

## CENTER FOR ENTREPRENEURSHIP & INNOVATION

The Center for Entrepreneurship and Innovation (CEI) exists to teach, coach and inspire students and others to be entrepreneurial in their lives. The Center provides the tools and experiences necessary to creatively pursue new opportunities and innovations in the start-up, social, and corporate venture arenas. Through courses, degree programs and co-curricular programming, CEI currently serves more than 2,000 students per year.

*A young man who does not have what it takes to perform military service is not likely to have what it takes to make a living. — John F. Kennedy*



# COST

The VEP is free to veterans who are selected for the program. Instruction, materials, travel expenses, lodging, and meals for the Phase II Boot Camp will be provided at no cost to each delegate. The costs of the VEP are underwritten by sponsors and private donors.

# ELIGIBILITY

VEP serves veterans who meet the following three requirements:

- ➔ Have separated from active duty service (or are in the process of separating) with an honorable discharge
- ➔ Are identified as disabled by the Veteran's Administration or DOD based on a "service-connected" disability (or) Are "service distinguished" based on exemplary military conduct
- ➔ Demonstrate an intense motivation to start or grow a business

# HOW TO APPLY

The VEP has a selective application process that reflects the unique opportunity and valuable resources being offered to eligible veterans.

## FOR MORE INFORMATION, CONTACT:

The Center for Entrepreneurship & Innovation  
(352) 273-0330  
[vep@warrington.ufl.edu](mailto:vep@warrington.ufl.edu)

## APPLICATIONS ARE AVAILABLE ONLINE AT:

[warrington.ufl.edu/VEP](http://warrington.ufl.edu/VEP)

# SPECIAL THANKS TO OUR VEP SUPPORTERS

Kelley Bergstrom, Allan Vigil, Department of Florida Disabled American Veterans, Wells Fargo, Bank of America, Bill Caler, CareerSource Florida and Chris & Wendi Peterson

# VEP SCHEDULE AT UF

## Application Deadline is February 29, 2016

All applications must be received by midnight on February 29, 2016 to be considered

### March 14, 2016

Applicants are notified of admission or rejection on a rolling basis, with a final notification to all applicants by this date

### March 28 - April 29, 2016

**PHASE I:** Self-Study and Business Concept/Issues Development

### May 7 - 14, 2016

**PHASE II:** VEP Entrepreneurship Boot Camp—delegates arrive in Gainesville on May 7 and depart on May 15

### May 21 - November 1, 2016

**PHASE III:** Mentoring, Business Development Support, and Online Peer-to-Peer Networking

## SAMPLE TOPICAL MODULES INCLUDE:

- **BUSINESS CONCEPTS:** *How do I know if my idea is a viable one?*
  - **BUSINESS PLANS:** *Do I need one and how do I develop something that actually helps my business?*
  - **FUNDING:** *How much money do I really need, and how do I get it?*
  - **MARKETING:** *What is the best way to define and reach my market, and how do I get the answers?*
  - **ACCOUNTING:** *What do I need to know about the numbers and how do I use that information to make smarter decisions?*
  - **OPERATIONS:** *What are the keys to service delivery, cost controls, dealing with suppliers and other elements that make the business work?*
  - **HUMAN RESOURCES:** *What about employees, and the challenges of hiring, firing, outsourcing, and staffing?*
  - **LEGAL ISSUES:** *When should I hire a lawyer and how do I ask the right questions?*
- ...and much more!**
- ★ ★ ★ ★ ★

# CREATE

# VEP SPECIFICS

At the heart of the VEP is an intense, eight-day training program at the University of Florida. It will cover topical modules comprising the critical areas of success for new and early stage ventures. These eight days are preceded by a five-week self study component and are then followed by a seven-month mentorship period and online peer-to-peer networking. This integrated model, a three phase program covering the key elements of successful entrepreneurship, offers an innovative and effective combination of focused, practical training in venture creation and growth, accompanied by a support structure for graduates of the program.

## VEP PHASE I

*Concept Development and Self Study, March 28 – April 29, 2016*

---

Over the initial five-week period, delegates will participate in a self-study curriculum developed for the VEP, facilitated by an online discussion and assessment module, which will be moderated by entrepreneurship faculty. This phase enables delegates to develop business concepts and prepare for the Boot Camp to be held at the University of Florida campus in May. Those with existing businesses will work on understanding and shaping relevant business issues.

## VEP PHASE II

*VEP Boot Camp, May 7 – 14, 2016*

---

Like a military Boot Camp, this eight-day residency in Gainesville, Florida is intense, rigorous, and demanding. It is an opportunity for hands-on learning and interaction with faculty, guest entrepreneurs, business experts, and peer delegates. The Boot Camp exposes VEP participants to the “nuts and bolts” of business ownership through experiential workshops and lessons from world-class faculty representing nationally ranked programs around the country.

## VEP PHASE III

*Mentoring and Venture Development, May 21 – November 1, 2016*

---

Delegates are provided with seven months of ongoing mentorship from entrepreneurs and subject matter experts and online peer-to-peer networking. This phase of the VEP enables delegates to get feedback specific to their ventures and offers extended hands-on learning, which is critical to success.

**BELIEVE**

# A UNIQUE ENTREPRENEURSHIP PROGRAM FOR AMERICA'S HEROES



## The Veterans Entrepreneurship Program (VEP)

provides a rigorous entrepreneurial learning and development opportunity for service-disabled veterans and those who have uniquely distinguished themselves in the military. It is designed for veterans who are interested in starting a venture as a means to financial independence or that have an existing small business that they would like to grow.

Research suggests a strong association between military service and venture success. Veterans tend to be more likely than non-veterans to start businesses. However, there is also evidence to suggest that the barriers to entry are higher and access to quality entrepreneurial training programs are more limited for veterans with service-related disabilities. The VEP supports men and women who have paid a dear price for our freedom. The program helps make the transition from military life to the entrepreneurial world a successful one.

The VEP offers a unique, highly innovative training program built around hands-on learning, personalized interaction, and exposure to inspiring role models. Our sole mission is to foster the creation of successful, profitable ventures owned by veterans. A team of world-class faculty, distinguished entrepreneurs, and subject matter experts work closely with delegates, providing a challenging, interactive, and informative experience. The program provides opportunities to develop entrepreneurial ideas while also learning leading-edge concepts, tools, and frameworks for growing a business. Most importantly, VEP participants will learn how to apply these principles and tools to current or potential businesses.

*Never give in—never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honour and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy. — Winston Churchill*

# IMAGINE