

## MODULE 0: INTRODUCTION

This module orients all interested participants in the course. There is no obligation to continue with the program at this stage. Participants get a feel for the online environment the course is delivered in, gain an understanding of the course flow and material, the final objectives of the course, and expectations for course participation. Participants then decide to commit to the rest of the program after receiving the overview in this module.

## ENTREPRENEURSHIP FOR TRANSITIONING WARRIORS

<p><b>MODULE 1: SITUATION - MARKETING</b></p> <p>Market research, segmentation, and targeting</p> <p>Pricing strategies</p> <p>Developing a proposition</p>	<p><b>MODULE 2: Mission</b></p> <p>Define who, what, when, where, and why of the business</p> <p>Define the end state goal</p> <p>Government contracting and the advantages of being a veteran</p>	<p><b>MODULE 3: Execution</b></p> <p>Organizational structure issues: hiring, use of contractors, and associated resources</p> <p>Legal form of business (LLC, C-CORP, S CORP, etc.)</p> <p>Three-phase planning structure - Launch, Scale Exit</p>
<p><b>MODULE 4: Logistics - Finance</b></p> <p>Preparing and understanding financial statements</p> <p>Financing strategies - debt versus equity and sources</p> <p>Tools and resources</p>	<p><b>MODULE 5: Command &amp; Signal (organization, networking, collaboration)</b></p> <p>Boards of Directors/Advisors</p> <p>Networking techniques; cultural issues of military and networking</p> <p>Building our organization</p>	

## FUNDING ACADEMY

The Funding Academy is a separate but complementary program to our Core Program. Visit our site for more details on registering for this course.

<p><b>Part 1: Sources of Capital and Funds</b></p> <p>Debt versus equity sources</p> <p>Determining accurate funding requirements</p> <p>Statistics: chances of funding by source</p>	<p><b>Part 2: Understanding Financial Terms and Concepts</b></p> <p>Equity concepts and terms</p> <p>Debt concepts and terms</p> <p>Common mistakes made and pitfalls</p>	<p><b>Part 3: Developing a Funding Strategy</b></p> <p>Prioritizing our funding sources</p> <p>Developing a funding strategy</p> <p>When to use our own money</p>
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