



VETToCEO CORE PROGRAM OUTLINE

Modules 1 & 2: Situation – Marketing

- Module 1 orients participants to the course. Participants get a feel for the online environment of the course; gain an understanding of the course flow and material, the final objectives of the course, and expectations for course participation.
- Market research techniques
- Market segmentation and target markets
- Competition - direct and indirect
- Pricing strategies
- Case studies
- Tools and resources

Module 3: Mission

- Define who, what, when, where, why of the business
- Create elevator pitch
- Define the endstate goal
- Decision point: Start from scratch, buy an existing business, buy a franchise
- Government contracting and advantages of being a veteran
- Tools and resources

Module 4: Execution

- Organizational structure issues: hiring, use of contractors and associated resources
- Legal forms of business (LLC, C-Corp, S-Corp, etc.)
- 3 phase structure:
- Phase I - Planning to launch
- Phase II - Launch to sustained profitability or financing event
- Phase III - Exit strategy (define the endstate)
- Tools and Resources

Module 5 & 6: Logistics – Finance

- Preparing and understanding financial statements
- Financing strategies - debt versus equity & sources
- Tools and resources

Module 7: Command and Signal (Organization, Networking, Collaboration)

- Boards of Directors/Advisors
- Networking techniques; cultural issues of military and networking
- Focus groups
- Mentors

Visit us at www.vettoceo.org to learn more about the VetToCEO community and to sign up for our programs. Contact us at inquiry@VetToCEO.org or 888-677-2765 with any questions.