



COURSE DESCRIPTIONS

ENTREPRENEURIAL MINDSET – THINK & ACT LIKE AN ENTREPRENEUR:

How do you know if business ownership is the “right” path for you? In this session, we will explore the concept of entrepreneurship and how veterans & military spouses relate to business ownership.

YOU ARE NOT ALONE – BUSINESS RESOURCES TO HELP YOU SUCCEED (PANEL):

A panel of local and national business resource experts will introduce the resources available to you on your entrepreneurial journey and share tips and tools for making the most of the public and private supports offered to aspiring women and military-connected entrepreneurs.

PATHWAYS TO ENTREPRENEURSHIP (PANEL):

There are many different paths to business ownership open to you, each with its own advantages and disadvantages. Our panel of experts will share their journeys and lessons learned from coming to entrepreneurship through four different paths – new business startup, franchisee, purchase of existing/family business, and nonprofit.

PERSONAL BRANDING:

In this session, our international expert on reputation management and personal branding will share the keys to success deployed by successful business leaders, entrepreneurs, and professionals. She will help you not only see what makes YOU unique and compelling but also how you show this to your target audience.

FIRESIDE CHAT – SPARK TO FLAME (SECRETS TO SUCCESS FROM WOMEN VETERAN & MILSPO BUSINESS OWNERS):

Each of the women business owners participating in this panel has found success as an entrepreneur. During this session, these veterans of entrepreneurship will share their ups, downs and lessons learned as they built their ventures from the ground up.

EXPERT SESSION – BUSINESS PLAN:

Do I need to write a business plan? When should I write my business plan? What goes into a business plan? Our nationally acclaimed business planning expert will answer the who, what, where, when why, and how of researching and writing your business plan.

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EXPERT SESSION – BUSINESS STRUCTURE:

Our expert attorney will compare and contrast the various forms of business available to you (including LLCs, corporations, partnerships, etc.) and outline the considerations you should take into account when choosing a business entity.

EXPERT SESSION – ACCESS TO CAPITAL:

Our financial guru will explore basic financial terms and concepts as well as what banks look for when analyzing small business loans. Additionally, there are a variety of options available outside of the traditional banking system such as micro loans, crowd funding, and more.

RESOURCE EXPO:

Local and national business and military-friendly resource partners will be available to speak to you about their targeted services. This is a great opportunity to network with key providers in a low key, intimate setting surrounded by fellow women veterans and military spouses.