



D'Aniello Institute for
Veterans & Military Families

JPMorgan Chase & Co., Founding Partner

CEOcircle

PRESENTED BY

J.P.Morgan

PROGRAM INFORMATION GUIDE

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PROGRAM OVERVIEW

What is it?

CEOcircle is a year-long program that fosters a brain-trust of peers dedicated to helping you scale your company and grow as a CEO through education, connections, and mentorship.

Designed as a monthly peer accountability group for growth-stage companies, the program provides structured support, progress tracking based on self-set goals, and strategic advisor matching to drive measurable growth.

Who is it for?

CEOcircle is for Veteran and military spouse CEOs and executives driving significant investment (\$5+ million USD) or revenue (\$1+ million USD) seeking a real peer network of executives running companies at similar stages and revenue levels.

When does it take place?

Over the course of nine monthly virtual meetings (“Huddles”) and four in-person (“Fly-in Forums”). Every month, participants are expected to participate virtually in two 90-minute huddles with fellow cohort members. These huddles follow a series of formats that will vary each month and be repeated throughout the year.

How is it different?

The CEOcircle program distinguishes itself by its world-class partners, high-level speakers, and Veteran and military spouse membership.

Why does it matter?

CEOs must make a lot of decisions on their own to grow their company, so they benefit from peers they can turn to for support, accountability, and insight.

Expanding a network while running a business is challenging; CEOs and Executives can benefit from the extended network of other business leaders.

2026-2027 YEAR-LONG CALENDAR

Applications Open	April 1, 2026
Applications Close	June 12, 2026
Finalists Interview Conducted	August 2026
Applicants Notified of Status	August 18, 2026
Onboarding	Late September 2026
<i>Virtual Orientation</i>	October 19, 2026
In-person Program Kickoff: Fly-In Forum #1	November 17-18, 2026 - NYC
Virtual Session	December 9, 2026
Virtual Session	January 13, 2027
Virtual Session	February 10, 2027
In-person Fly-In Forum #2	March 2027
Virtual Session	April 7, 2027
Virtual Session	May 12, 2027
Virtual Session	June 9, 2027
In-person Fly-In Forum #3	July 2027
Virtual Session	August 11, 2027
Virtual Session	September 8, 2027
Virtual Session	October 13, 2027
In-person Program Capstone: Fly-In Forum #4	November 2027

PROGRAM CONTENT

The program content will be guided by general themes divided into four different segments. Topics and themes are selected based on trends identified based on data collected from the broader entrepreneurial community, feedback from prior cohorts, and data collected from current cohort applicants. Below is a sample format for themes the program will follow.

- Part 1: Foundations: Goals, People, External Environment
- Part 2: Scaling: Financial Health & Operations
- Part 3: Engaging: Sales, Marketing, Brand & Partnerships
- Part 4: Fortifying: Resiliency, Change Management & Strategy

SAMPLE FLY-IN AGENDA

CEOcircle Fly-In Forums are exclusive, in-person events where veteran and military spouse CEOs engage in high-impact learning, peer collaboration, and expert-led discussions. These quarterly gatherings provide actionable insights, strategic networking, and problem-solving sessions designed to help CEOs scale their businesses more effectively.

Day 1

- 2:30pm - Arrival & Registration
- 3:00-6:00pm - Programming (Inter-cohort connection)
- 6:00pm - Evening Social & Networking

Day 2

- 8:00am - Breakfast
- 8:30am - Welcome & Cohort Check-In
- 9:15am - Breakout discussions (small group led by peers or external speakers)
- 11:00am - Fireside chat with guest entrepreneur speaker
- 12:30pm - Lunch
- 1:30pm - Breakout discussions (small group led by peers or external speakers)
- 3:00pm - Deep Dive talk with guest entrepreneur speaker
- 4:00pm - Closing Social Event

CALL SIGN HUDDLE AGENDA

Each month, CEOcircle members meet in their Call Sign—a small, curated peer group of 8-10 CEOs— for a structured, high-trust discussion focused on accountability, problem-solving, and business growth. These 90-minute sessions are designed to provide a consistent space for real conversations, direct feedback, and peer-driven insights on the challenges of scaling a company.

Call Sign Huddles follow a structured yet adaptable format:

Welcome and Assign Roles (5 minutes)

Check-ins

- One Personal Best from the past month
- One Business Best from the past month
- Shout Outs to Cohort Members
- What I said I would do during the most recent Huddle
- One thing I've learned this week
- If I'm honest...
- What I need today from the cohort

Critical Questions or Topic Dive

Crowdsourcing Resources (10 minutes)

The Ask & Commit (1 minute per person)

Ratings (2 minutes total)

Close (2 minutes total)

BROADER NETWORK, TARGETED INSIGHTS & EXPERT-LED LEARNING

In addition to their Call Sign meetings, CEOcircle members participate in a cohort-wide 90-minute huddle each month. These sessions bring together the full CEOcircle community for structured networking, peer learning, and expert insights, ensuring members expand their networks and gain diverse perspectives.

Cohort-wide huddles may include:

- **Facilitated Peer Networking** - Members connect in small, curated groups to exchange insights, share challenges, and build relationships across industries.
- **Expert-Led Discussions** - A subject matter expert presents on a critical business challenge, followed by a moderated discussion and Q&A focused on real-world application.
- **Resource Exchange** - Members share useful tools, strategies, or contacts that have helped their business. These are compiled and distributed for future reference.
- **Commitment & Next Steps** - Members reflect on key takeaways, confirm action items, and identify ongoing support needs.

These larger-group huddles complement the deeper, small-group Call Sign meetings by expanding each CEO's network, exposing them to new strategies, and ensuring continuous learning and connection between Fly-In events.

PROGRAM TESTIMONIALS

"I look forward to these meetings because I'm building relationships and appreciate your perspective. I look forward to it because I know and get something out of it, and I can act on it to make progress in my life."

"I will literally be able to look at monetary and forever impacting relationships gained from my tenure with CEOcircle. I HIGHLY encourage Veteran CEOs to apply for selection to this premier peer group sponsored by the most powerful Veteran Community in the Nation, Bunker Labs, and a new friend and partner in the banking community, JPMorgan Chase!"

"The monthly check-in calls have been invaluable for me to dig into current issues I'm grappling with - both tactical and strategic - and support other CEOs in brainstorming solutions to their challenges. And the quarterly fly-ins have been amazing! How often do you get to chat with a Navy SEAL who became an astronaut, and now runs the National Medal of Honor Museum?"

"[My fellow cohort member] fundamentally changed the way I was thinking about what I wanted out of my business and my experience in it... That connection anchored my thoughts and has inspired me to make some new moves for those reasons. I don't know if I would have ever explored those ideas otherwise."

THE TEAM



Barb Carson

Managing Director | Programs
& Services



Lauren Hope

Senior Advisor | Entrepreneurship
& Small Business



Ashley Cavender

Director | Alumni Services
& Engagement



Bob Milner

Senior Advisor | Entrepreneurship
& Small Business

Meet the entire IVMF team!

ivmf.syracuse.edu/about-ivmf/team

SHARE THE APPLICATION

Applications for the 2027 cohort open Spring 2026



ivmf.syracuse.edu/programs/entrepreneurship/bunker-labs/ceocircle



The D'Aniello Institute for Veterans and Military Families (IVMF) at Syracuse University is committed to serving those who have served. As the nation's first interdisciplinary institute focused on the post-service lives of veterans and their families, the IVMF delivers career and entrepreneurship training, conducts groundbreaking research, informs federal policy, and collaborates with communities across the country. To date, more than 230,000 participants have benefited from IVMF programs that empower building careers, businesses, and futures that strengthen America's veteran community.

To learn more about the IVMF, connect with us below:



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