



**BOOTS to BUSINESS**

**REBOOT**

FOR VETERANS AND MILITARY SERVICE MEMBERS

## INTRODUCTION TO ENTREPRENEURSHIP

*Fenton, Missouri ~ May 4, 2016*

- 8:30 – 8:45 a.m.      **WELCOME AND OPENING REMARKS**
- *Dennis Melton - District Director, SBA St. Louis District Office*
- 8:45 – 9:15 a.m.      **TRAINING MODULE 1: INTRODUCTION TO THE ENTREPRENEURIAL EXPERIENCE**
- OBJECTIVE:** Provide an overview of the entrepreneurial process & what it means to be an entrepreneur.
- *Alan Rohlfing – Veterans Business Resource Center*
- 9:15 – 9:30 a.m.      **APPLIED ACTION EXERCISE**
- OBJECTIVE:** Understand how to apply conceptual training to a personalized feasibility plan.
- *Alan Rohlfing – Veterans Business Resource Center*
- 9:30 – 10:00 a.m.      **TRAINING MODULE 2: RIGHT IDEA? BASICS OF OPPORTUNITY RECOGNITION**
- OBJECTIVE:** Understand the process and activities for turning an idea into a sustainable business concept.
- *Alan Rohlfing – Veterans Business Resource Center*
- 10:00 – 10:15 a.m.      **BREAK**
- 10:15 – 11:00 a.m.      **TRAINING MODULE 3: MARKETS & YOUR COMPETITIVE SPACE**
- OBJECTIVE:** Understand the importance of market research and the basics of competitive strategy/analysis.
- *Damon Chaffin – Veterans Business Resource Center*
- 11:00 – 11:30 a.m.      **TRAINING MODULE 4: THE ECONOMICS OF SMALL BUSINESS**
- OBJECTIVE:** Understand the foundation for the cost, price, and volume relationship, as it impacts profit potential and sustainability for the planned venture.
- *Damon Chaffin – Veterans Business Resource Center*
- 11:30 – 12:30 p.m.      **LUNCH BREAK / SBA RESOURCE PARTNER EXHIBITS**
- 12:30 – 1:00 p.m.      **TRAINING MODULE 5: LEGAL ISSUES IMPACTING VOBS**
- OBJECTIVE:** Understand the various legal forms of a business and the opportunities and challenges associated with each; offer an overview of other legal considerations impacting Veteran-owned businesses.
- *Rob Pennell - SCORE*
- 1:00 – 1:45 p.m.      **TRAINING MODULE 6: FINANCING YOUR VENTURE**
- OBJECTIVE:** Understand the resources required to execute on a venture concept and the different opportunities to fund growth; understand the opportunities & challenges associated with each.
- *Lynette Watson – Small Business and Technology Development Center*
- 1:45 – 2:00 p.m.      **BREAK**
- 2:00 – 2:30 p.m.      **FROM BOOTS TO BUSINESS: LIVING THE ENTREPRENEURIAL EXPERIENCE**
- OBJECTIVE:** Perspectives of a Veteran entrepreneur.
- *Jesse Stricker – Intek Corporation USA*
- 2:30 – 3:00 p.m.      **TRAINING MODULE 7: MOVING FORWARD – BUSINESS PLANNING**
- OBJECTIVE:** Understand how to move from feasibility analysis to a viable and fundable business plan.
- *Lynette Watson - Small Business and Technology Development Center*
- 3:00 – 3:30 p.m.      **TRAINING MODULE 8: MOVING FORWARD – RESOURCES TO SUPPORT YOU**
- OBJECTIVE:** Understand how the SBA & its resource partners can provide future training & support.
- *Angie Wells – U.S. Small Business Administration*
  - *Carolyn Jones – Missouri Procurement Technical Assistance Center (PTAC)*
- 3:30 – 4:00 p.m.      **GROUP QUESTION & ANSWER SESSION / CLOSING REMARKS**