

Innovation Accelerator for Veterans



Providing Veterans with a Compass to Successful Business Ownership

We are proud to be a part of your journey and success in launching and growing your own business. The Innovation Accelerator Program for Veterans is made possible through a generous grant from the Wisconsin Department of Veteran's Affairs, in partnership with the Fox Valley Technical College Venture Center and Veterans Resource Center. Congratulations on taking the first step to business ownership! Small business owners are the economic backbone in their communities and we are here to support you every step of the way.

The Innovation Accelerator Program for Veterans immerses you in the process of business model innovation and entrepreneurial and small business management training. Equipped with business model design skills, you will go on to create a business model that empowers the products, services, solutions and/or technologies you are developing. That is today's game changer. Empowering innovative products and services with an equally innovative business model.

PHASE ONE of the Innovation Accelerator Program, includes a three-day Pro-Seed Business Model Design Workshop. In this workshop, develop and escalate your ability to create and assess a new product, service, solution or technology. **PHASE TWO** includes a 10-week, 30-hour, E-seed Entrepreneurship Training in which you will learn the art of entrepreneur and small business management while creating your business plan and building your network. You'll be immersed in the entrepreneur ecosystem and have access to all the resources available to you. With your ideas vetted, you'll need to create a plan to turn your business model into a reality. Our E-seed Entrepreneurship Training, will get you on the fast track of business success and in 10 weeks, you'll leave with a business plan you can actually accomplish.

"The ENVoy E-seed Training Program for Veterans took me from nothing but an idea to a fully operational company. I now have the research, knowledge and connections needed to ensure my business succeeds where it is now and that it is set up to grow in the future. Thanks to E-seed I can focus on the things I love to do - impacting people to see real changes that last."

*Angel J. Storm,
Ph.D., Veteran,
and recent
graduate of the
ENVoy E-seed
Training Program*



Your success is our primary mission.

With almost 20 years experience as a **leader** in the entrepreneurship ecosystem in the Fox Valley Technical College district, let us help you turn your dream into a reality. **It is truly a privilege to serve those who have served our country.**



5 North Systems Drive, Appleton, WI 54914
Phone: 920.735.2594 Email: venture@fvtc.edu

www.fvtc.edu/VentureCenter

Innovation Accelerator for Veterans

Let us serve you.

Secure your seat today by following these steps:

1. Attend an Explore Innovation Accelerator Program for Veterans session at the FVTC D.J. Bordini Center. For Explore Innovation Accelerator Program dates and times, visit: www.fvtc.edu/smallbiz.
2. Complete and submit the Innovation Accelerator Program for Veterans application.

Join us.

Ensure your success by following these steps:

1. Attend **PHASE ONE**, the Pro-Seed Business Model Design Workshop, on February 27, 28 & 29, 2020 at the D.J. Bordini Center in Appleton.
2. Attend **PHASE TWO**, our entrepreneurship training, E-seed, which meets on Mondays, beginning March 9 - May 11, 2020 at the D.J. Bordini Center in Appleton.
3. During E-seed, attend the recommended entrepreneur and networking events as suggested by your facilitator. You are required to present your business idea at 1 Million Cups Appleton between February and May, 2020. 1 Million Cups is an event held every Wednesday for startups and small business owners.
4. During the E-seed experience, you will also be encouraged to develop a mentoring relationship. We will introduce you to potential mentors via SCORE and other business groups and business leaders in the region. You will also receive one-on-one coaching from FVTC Venture Center adjunct faculty, as needed and/or requested.
5. Attend all classes, participate in activities and complete and submit your business plan.
6. Receive seed funding of \$2,500 for your business launch/grow.
7. Attend the Innovation Accelerator for Veterans Celebration Event upon completion of the program! The Celebration Event will be held in June 2020; date TBD.

“Veterans are a powerful and valuable presence in the workforce. Hundreds of Wisconsin employers offering thousands of jobs are seeking Veterans for their businesses. However, many other Veterans desire to be their own bosses. We are excited to support organizations helping Veterans realize their business dreams through our Entrepreneurship Grant Program.”

- Secretary Zimmerman,
Wisconsin Department
of Veterans Affairs



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Explore Innovation Accelerator for Veterans

Success begins here.

Attend a complimentary Explore session to learn more.

Are you a Veteran enrolled at Fox Valley Technical College (FVTC), or a Veteran who resides in and operates a small business in the FVTC District? Do you want to start or grow your business? During the Explore Innovation Accelerator session, take a look inside at what it takes to launch a startup and small business. Whether you're looking to turn your side-hustle into a full-time gig, grow your small business, or scale a startup, this session will help you understand your next steps.

We can provide you with answers.

- Do you know what kind of business you want to start but don't know what to do first?
- Are you interested in learning about funding available for your startup or growth?
- Do you need help identifying networks that can provide access to markets and resources?
- Would you benefit from engaging with business professionals or developing a business plan?

If you are a Veteran and answered yes to any of these questions, the complimentary Explore Innovation Accelerator session will guide you through the steps of starting your own business. We'll share how the Innovation Accelerator program works, how to apply, what to expect, and how to compete for cash to launch or grow your business. You will leave knowing how FVTC's Venture Center can help you build the business of your future, from idea, to launch, to growth and beyond.

"The ENVoy Training Program for Veterans at FVTC is exceptional. This training has equipped me to develop a thorough business plan for my organic market farm. Though I have more to do, I am much more comfortable and confident as a result of the ENVoy program. Additionally, I've had the opportunity to learn from industry experts and network with individuals that provide tangible support."

- Jonathan Pylypiv,
Veteran and recent graduate of the ENVoy
E-seed Training Program

Register for a complimentary Explore Innovation Accelerator session, www.fvtc.edu/smallbiz

Dates	Times	Location
Monday, January 27, 2020	5:30 - 7:00 PM	D.J. Bordini Center Appleton
Tuesday, February 6, 2020	11:30 - 1:00 PM	D.J. Bordini Center, Appleton
Tuesday, February 11, 2020	5:30 - 7:00 PM	D.J. Bordini Center, Appleton

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Innovation Accelerator for Veterans

Application

FVTC Innovation Accelerator Program for Veterans Application Must be complete

Personal Information

Name (Full): _____ Male Female

Date of Birth (MM/DD/YYYY): _____ FVTC Student ID: _____

Street Address: _____

City: _____ State: _____ ZIP code: _____

County : _____ Phone Number: _____

Annual Household Income: _____ Email address: _____

Military Background

Branch: _____ Years Served: _____

Date Separated: _____ Character of Discharge: _____

FVTC Student? Yes No

Submit a copy of DD214 member form with application.

Note that preference will be given to FVTC student Veterans currently enrolled.

Business Information

Business Name _____

Business Website _____

Business Status: Nascent (Not yet started) Startup Established

NAICS (If known) _____

If you indicated that you are in business (startup or established) all the information below is required.

If you selected Nascent (Not yet started) you can move on to the next page.

Business Organization Sole Proprietorship Corporation Partnership S Corporation

Number of Employees: _____ Full Time: _____ Part Time: _____

Female Ownership (0-100%): _____ Business Start Date: _____

Annual Sales: \$ _____ Annual P/L \$ (Profit/Loss): _____



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Application

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Business Plan/Idea

Please list information as it relates to your experience and history with business, developing a business plan, or any training/education already completed (use separate sheet if needed):

1. What is your business idea?
2. What problem will your idea solve, what need will it meet, or what want will it satisfy?
3. Who is the customer to whom you are selling?
4. What makes you think you will be successful? (Background experience, skills, and interest)

Goals and Challenges

5. When do you want to launch your business or how do you plan to grow your business?
6. What challenges do you face in realizing your goal to launch or grow a business?
7. What funding resource(s) do you have currently?
8. Are you willing to seek out assistance in times of struggle?
9. Have you ever completed a Veteran-specific entrepreneur program? If yes, when and where?
10. Are you able to maintain your program requirements while enrolled in the Innovation Accelerator Program?
 Yes No
Insert Comments Here:

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Participation in the Innovator Accelerator Program requires the following commitments:

- Upon notification of acceptance into the Innovator Accelerator Program, you will be enrolled in the three-day Pro-Seed Business Model Design Workshop – Veteran’s Edition (**PHASE ONE**) and the 10-week, 36-hour, E-seed Entrepreneurship Program (**PHASE TWO**).
 - The Innovation Accelerator Program will be held at the FVTC D.J. Bordini Center in Appleton.
 - **PHASE TWO**, E-seed, will be held from 5:30 PM – 8:30 PM on Monday evenings.
- Attendance at business and community networking events for entrepreneurs and small business owners in the Fox Valley area while attending the program; gas cards will be provided to offset transportation costs; some events may be held during weekdays.
- You will present your business idea at 1 Million Cups, Appleton. 1 Million Cups is held each Wednesday from 9:00 am - 10:00 am at the FVTC D.J. Bordini Center in room 172.

Terms and Conditions

The Applicant:

1. Certifies to the best of your knowledge/belief, the information being submitted on this grant application is true and correct.
2. Understands that approval in the FVTC Innovation Accelerator Program is a competitive process and that not all applications are selected to participate.
3. Agrees to release a copy of the Business Plan to be funded by this application to FVTC.

I agree to these terms: Yes No

Applicant Signature: _____ Date: _____

Approval: _____ Date: _____

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