



VETERANS TRANSITION ACCELERATOR PROGRAM (V-TAP) ENTREPRENEURSHIP PROGRAM



COURSE OVERVIEW

The Veteran Transition Assistance Program (V-TAP) Entrepreneurship 8-Week Veteran Transition Assistance Program (V-TAP) Entrepreneurship Program empowers transitioning military leaders to pursue entrepreneurship as a viable career path. Participants receive comprehensive training in business fundamentals, entrepreneurship principles, and startup strategies, along with mentorship and access to resources to help them launch and grow their own ventures.

With a focus on innovation, resilience, and leadership, this program equips veterans with the tools and support needed to succeed as entrepreneurs in today's competitive market.

KNOW THE NUMBERS

45%

According to the U.S. Small Business Administration, veterans are 45% more likely to be self-employed than non-veterans.

5 MILLION

Veteran-owned businesses employ over 5 Million people and generate more than \$1 Trillion in revenue annually, as reported by the U.S. Census Bureau.

30%

A study by Bunker Labs found that veterans are 30% more likely to launch a business than non-veterans, demonstrating their entrepreneurial spirit and drive.

WHY CHOOSE OUR COURSE



Master Business Fundamentals

Gain a strong foundation in key areas like marketing, finance, operations, and strategy to set your venture up for success.



Entrepreneurship & Innovation Focus

Learn to identify opportunities, develop innovative business ideas, and lead with resilience in today's competitive landscape.



Startup Success Strategies

Acquire practical tools and techniques for launching and growing a startup, from market research to customer acquisition.



Seamless Transition to Entrepreneurship

Our program helps veterans transition smoothly from military service to business ownership, with the skills and support to succeed in the civilian market.



Expand Your Network

Connect with fellow veterans, industry professionals, and mentors to foster valuable collaborations and build a supportive entrepreneurial community.

COURSE STRUCTURE

WEEK 01

Introduction to Entrepreneurship

Participants are introduced to the fundamentals of entrepreneurship. This week focuses on understanding what entrepreneurship entails, recognizing the characteristics of successful entrepreneurs, and conducting a personal SWOT analysis. Participants set personal and business goals to guide their entrepreneurial journey.

WEEK 02

Business Idea Generation and Validation

This week is dedicated to generating and evaluating business ideas. Participants learn how to brainstorm viable business concepts, conduct market research, and validate their ideas to ensure there is a market demand. This process helps in refining and selecting the best business idea to pursue.

WEEK 03

Business Planning and Strategy

Participants learn the importance of a well-structured business plan. The week covers the components of a business plan, strategic planning techniques, and setting business objectives and key performance indicators (KPIs). By the end of the week, participants draft their business plans and create strategic roadmaps for their ventures.

WEEK 04

Marketing and Branding

The focus shifts to marketing and branding. Participants learn the principles of marketing, how to develop a marketing strategy, and the importance of branding their business. Digital marketing strategies are also covered, helping participants create a comprehensive marketing plan and brand identity.

WEEK 05

Financial Planning and Management

This week covers the basics of financial management for startups. Participants learn about budgeting, financial forecasting, and different funding options available for startups. By the end of the week, participants develop financial projections and a startup budget, ensuring their business has a solid financial foundation.

WEEK 06

Operations and Team Building

Participants gain insights into operational management and team building. The week includes lessons on creating efficient operations plans, building and leading effective teams, and managing staff. This helps participants ensure their business operations run smoothly and their teams are cohesive and productive.

WEEK 07

Government Contracting and Certifications

This week introduces participants to the world of government contracting. They learn about the certifications required for veteran-owned businesses and the procurement processes involved in securing government contracts. Participants identify potential government contracting opportunities and start applying for relevant certifications.

WEEK 08

Launch Growth and Strategies

Participants learn the importance of a well-structured business plan. The week covers the components of a business plan, strategic planning techniques, and setting business objectives and key performance indicators (KPIs). By the end of the week, participants draft their business plans and create strategic roadmaps for their ventures.

10 REASON WHY THIS PROGRAM IS FOR YOU

01

Transitioning Challenges

The struggle of transitioning from military service to civilian life, including uncertainty about career options and adapting to a different work environment.

02

Limited Job Opportunities

Difficulty finding suitable employment opportunities that align with their skills, experience, and interests outside of the military.

03

Lack of Direction

Feeling lost or lacking a clear sense of direction after leaving the structured environment of the military, especially regarding future career paths.

04

Entrepreneurial Uncertainty

Uncertainty about how to translate military skills and leadership experience into entrepreneurial success, including concerns about starting and managing a business.

05

Isolation and Support

Feeling isolated or lacking a support system during the transition process, particularly in navigating the complexities of entrepreneurship and business ownership.

06

Financial Concerns

Worries about financial stability and providing for themselves and their families during the transition period, especially if traditional employment opportunities are limited.

07

Desire for Purpose

A deep-seated desire to find purpose and fulfillment in civilian life, often driven by a strong sense of duty and a desire to continue making a meaningful impact.

08

Tailored for Veterans

Our program is specifically designed to address the unique challenges and opportunities faced by transitioning military personnel.

09

Comprehensive Training

We offer in-depth training in business fundamentals, entrepreneurship principles, and startup strategies, ensuring participants have the knowledge they need to succeed.

10

Mentorship and Support

Participants receive mentorship from experienced entrepreneurs and access to a network of resources to guide them through the entrepreneurial journey.



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