



WE FOUGHT FOR FREEDOM, NOW WE FIGHT FOR PROSPERITY

Our Mission is to support veterans in starting, owning, and growing their own small business. We recognize the value that veteran entrepreneurs possess and the tremendous gap they have in overall support and guidance. Our mission is to close that gap by providing cohesive support that will then promote prosperity to each veteran owned business that we work with.

Our Goal is to revive the American dream for our veteran entrepreneurs. With our team of executives, entrepreneurs, and other business owners we are revolutionizing the dreams of our veteran entrepreneurs by assisting and mentoring them from conception and throughout the life of the business. The support we provide is given on every vital aspect of small business development including but not limited to:

Initial concept drafts and competitor analysis, budget forecasting, financial planning and pricing assistance, business multi-year plan development, forging strategic partnerships, marketing and advertising, business and sales, and mentoring and coaching.

Our Vision is to see an America where veterans own successful businesses in our communities and lead us into a better future as they prosper in their own fields. We envision our veterans achieving their dreams not just as an employee, but rather as an employer of others. Today, our veterans struggle in returning to civilian life in general much less embarking on their own business, so with our help and deep reach into the brotherhood of veterans we will provide a better tomorrow today, starting with those who fought for the freedom we enjoy.

VETERANS ENGAGED WITH **WEN** CAN ANTICIPATE:

- › A clear business plan assessment
- › Strategies and support to secure investors
- › Aid in developing efficient business models
- › Market analysis and feasibility feedback
- › Continual best practices consult for the duration of the business

HOW TO SUPPORT **WEN**:

- › Invest time, treasure, and talent
- › Bring business leaders into the fold to share expertise
- › Become a mentor
- › Contribute to business seed money, capital investments
- › Explore dual business marketing opportunities

future**WEN**

The American JROTC programs across the country represent the trailblazing students that will become our future. These young cadets have shown their respect and love for our great nation by committing to the JROTC program, with a large amount of them having military enlistment in their future. However, support and guidance into post-military life is almost non-existent for them. This lack of guidance results in soldiers coming home with no direction as to what to do next, so we intend to stop that. Using the WEN model to interface with our future**WEN** cadets allows for a unique opportunity to develop life and business skills. Our goal is to not have a single soldier come home lost so we provide our future**WEN** cadets with rare opportunities that will help to start putting the bricks in place to lay a solid foundation to start on when they exit the service. These opportunities include but are not limited to shadowing, excursions, leadership enhancement, and education of basic business skills through experience and traditional learning.



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