



== **VETERANS** ==  
**ENTREPRENEURSHIP**  
== **PROGRAM** ==

**EMPOWERING AMERICA'S VETERANS**

**FEB. 27-MARCH 6, 2021**  
**OKLAHOMA STATE UNIVERSITY**  
**STILLWATER, OKLAHOMA**



**RIATA CENTER FOR  
ENTREPRENEURSHIP**  
Spears School of Business

# A UNIQUE ENTREPRENEURSHIP PROGRAM FOR AMERICA'S HEROES



**The Veterans Entrepreneurship Program (VEP)** provides a rigorous entrepreneurial learning and development opportunity for disabled veterans and those who distinguished themselves in their military service. It is designed for veterans who are interested in starting a venture as a means to financial independence or have an existing business that they would like to grow profitability.

The VEP offers a unique, highly innovative training program built around hands-on learning, personalized interaction and exposure to inspiring role models. Our purpose is to foster the creation of successful, profitable ventures. A team of world-class faculty, distinguished entrepreneurs and industry experts work closely with delegates, providing a challenging, interactive and informative experience. The program provides opportunities to develop entrepreneurial ideas while also learning leading-edge concepts, tools and frameworks. Most importantly, the VEP participants will learn how to apply these principles and tools to current or potential businesses. Through our consortium, VEP has served 600+ veterans.



“The Veterans Entrepreneurship Program gave me a strong foundation on understanding better business practices. Most military veterans are always looking for ways to minimize risk in our jobs. VEP helped me minimize the risk of starting and expanding my company by exposing me to great business workshops, classes, networking with other veteran entrepreneurs, and mentorship with established entrepreneurs.”

– Matt Butler, Air Force, VEP 2015 Delegate

# IMAGINE

# VEP SPECIFICS

At the heart of the VEP is an intense, eight-day training program at Oklahoma State University. It will cover topical modules comprising the critical areas of success for new and early stage ventures. These eight days are preceded by a five-week self-study component and are then followed by a five-month advising period and online peer-to-peer networking. This integrated model, a three phase program covering the key elements of successful entrepreneurship, offers an innovative and effective combination of focused, practical training in venture creation and growth, accompanied by a support structure for graduates of the program.

## VEP PHASE I

***Concept Development and Self-study,  
January 18 - February 21, 2021***

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Over the initial five-week period, delegates will participate in a self-study curriculum developed for the VEP, facilitated by an online discussion and assessment module that will be moderated by entrepreneurship advisor from the Spears School of Business. This phase enables delegates to work on development of business concepts and prepare for the Boot Camp to be held at the OSU Stillwater campus in early 2021. Those with existing businesses will work on understanding and shaping relevant business issues.

## VEP PHASE II

***VEP Boot Camp, February 27 - March 6, 2021***

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Like a military Boot Camp, this eight-day residency in Stillwater, Okla. is intense, rigorous, and demanding. It is an opportunity for hands-on learning and interaction with faculty, guest entrepreneurs, business experts, and peer delegates. The Boot Camp exposes VEP participants to the “nuts and bolts” of business ownership through experiential workshops and lessons from world-class faculty representing nationally ranked programs around the country.

## VEP PHASE III

***Advising and Venture Development, April 1 - August 31, 2021***

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Delegates are provided with five months of advising from entrepreneurs and subject matter experts and online peer-to-peer networking. This phase of the VEP enables delegates to get feedback specific to their ventures and offers extended hands-on learning, which is critical to success.

# BELIEVE

# VEP SCHEDULE AT OSU

## April 1 - December 4, 2020

Applications are accepted for the VEP through midnight December 4, 2020.

## December 11, 2020

Applicants are notified of admission or rejection on a rolling basis. Final notification is made to all applicants by December 11, 2020. As there are a limited number of spots, the selection committee must receive a signed commitment letter within one week of acceptance.

## January 18 - February 21, 2021

**Phase I** — Self-Study and Business Concept/Issues Development.

## February 27 - March 6, 2021

**Phase II** — VEP Entrepreneurs' Boot Camp — Delegates arrive in Stillwater the morning of February 27 and depart on March 7, 2021.

## April 1 - August 31, 2021

**Phase III** — Advising, Business Development Support, and Online Peer-to-Peer Networking.

## SAMPLE TOPICAL MODULES INCLUDE:

- **BUSINESS CONCEPTS:** *How do I know if my idea is a viable one?*
  - **BUSINESS PLANS:** *Do I need one and how do I develop something that actually helps my business?*
  - **FUNDING:** *How much money do I really need, and how do I get it?*
  - **MARKETING:** *What is the best way to define and reach my market, and how do I get the answers?*
  - **ACCOUNTING:** *What do I need to know about the numbers and how do I use that information to make smarter decisions?*
  - **OPERATIONS:** *What are the keys to service delivery, cost controls, dealing with suppliers and other elements that make the business work?*
  - **HUMAN RESOURCES:** *What about employees, and the challenges of hiring, firing, outsourcing, and staffing?*
  - **LEGAL ISSUES:** *When should I hire a lawyer and how do I ask the right questions?*
- ...and much more!*
- ★ ★ ★ ★ ★

# CREATE

## Oklahoma State University

Oklahoma State University is a modern land-grant system which cuts across disciplines to better prepare students for a new world. Oklahoma's only university with a statewide presence, OSU improves the lives of people in Oklahoma, the nation and the world through integrated, high-quality teaching, research and outreach. OSU has more than 35,000 students from all 50 states and 120 nations across its five-campus system and nearly 24,000 on its Stillwater campus. Established in 1890, OSU has graduated more than 240,000 students who have made a lasting impact on Oklahoma and the world.

## Spears School of Business

OSU's Spears School of Business is a comprehensive business school with instructional, research and outreach missions. The academic arm of the Spears School of Business is composed of seven academic departments with more than 100 tenure and tenure-track educational professionals. The Spears School of Business offers 18 undergraduate degree programs, seven master's degree programs and two doctoral degree programs. The student body is made up of more than 4,700 undergraduate students and 940 graduate students. All programs are fully accredited by the Association to Advance Collegiate Schools of Business.

## School of Entrepreneurship

One of the most comprehensive academic entrepreneurship programs in the world, the OSU School of Entrepreneurship is a leading innovator in educating current and future entrepreneurs. The faculty includes thought leaders who are changing the way entrepreneurs around the world approach venture creation. OSU has one of the few schools of entrepreneurship in the United States. The school offers an undergraduate major, minor, an MBA concentration, a master's degree and a doctorate in entrepreneurship. The OSU entrepreneurship faculty are strongly committed to innovative engagement with entrepreneurs.

## Riata Center for Entrepreneurship

The Riata Center for Entrepreneurship is dedicated to entrepreneurial outreach on the campus, in the community, in Oklahoma and across the United States. The Riata Center is engaged with the entrepreneurial community and is strongly committed to experiential learning for students.



## Cost

The VEP is free to veterans who are selected for the program. Instructions, materials, travel expenses, lodging, and meals for the Phase II Boot Camp will be provided at no cost to each delegate. The cost of the VEP are underwritten by sponsors and private donors.

## Eligibility

**VEP serves veterans who meet the following three requirements:**

- Have separated from active duty service (or are in the process of separating) with an honorable discharge
- Preference will be given to applicants who are identified as disabled by the Veterans Administration based on a “service-connected” disability (or) are “service distinguished” based on exemplary military conduct.
- Demonstrate intense motivation to start or grow a business

## How to Apply

The VEP has a selective application process that reflects the unique opportunity and valuable resources being offered to eligible veterans. Successful candidates demonstrate a strong interest in entrepreneurship and venture creation, the motivation to own and operate a business, and high likelihood of active participation and completion of the entire VEP program.

### FOR MORE INFORMATION, CONTACT:

**Chad Mills, VEP Manager**  
**405-744-7552**  
**Vep@okstate.edu**

**APPLICATIONS ARE AVAILABLE ONLINE AT:**  
**[business.okstate.edu/riata/veterans/](https://business.okstate.edu/riata/veterans/)**

## The VEP Consortium

In order to continue to serve as many of our nations veterans as possible, the VEP is also offered at the **University of Tennessee at Chattanooga** and **University of Florida**. For more information about their program and schedule please visit their website.

**UTC:** <https://www.utc.edu/college-business/academic-programs/vep/>

**UF:** [warrington.ufl.edu/vep](https://warrington.ufl.edu/vep)

## 2020 Supporters

405 Mercantile	Grunt Rolls Cigars	OSU University Store
Bad Brad's BBQ	Hello Catering	Panera Bread
Bedre Fine Chocolate	Insomnia Cookies	Pepper Creek Farms
Bee Wise, LLC	Jersey Mikes	Pizza Hut
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Brown's Bottle Shop	Livesay Orchards	Rib Crib
Bruce and Janet Barringer	Louie's Grill and Bar	Sodexo
Buffalo Wild Wings	McAlister's Deli	Southern Spiced Snack Company
Celebrations	Meditations	The General's Hot Sauce
Chick-fil-A	Murphy's Department Store	The Ranchers Club
Everyman	Olive Garden	Three Dog Bakery
Flying G Jerky	Omerta Cigar	Wagon Creek Creamery
Fuzzy's Taco Shop	OSU Meeting and Conferences	
Glacier Confection		



U.S. Small Business  
Administration

Funded in part through a cooperative  
agreement with the U.S Small  
Business Administration