



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

**EMPOWERING DISABLED VETERANS**

**FEB. 17-24, 2018**  
**OKLAHOMA STATE UNIVERSITY**  
**STILLWATER, OKLAHOMA**



**RIATA CENTER**  
**FOR ENTREPRENEURSHIP**

AT SPEARS BUSINESS

# Cost

The VEP is free to veterans selected for the program. Travel expenses, lodging and meals for the Phase II boot camp are provided at no cost to each delegate. The costs of the VEP are underwritten by sponsors and private donors, with operations and program development provided by the School of Entrepreneurship and the Riata Center for Entrepreneurship at Oklahoma State University's Spears School of Business.

# 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
- Are identified as disabled by the Veteran's Administration or DOD based on a "service-connected" disability (or) Are "service distinguished" based on exemplary military conduct
- Demonstrate an intense motivation to start or grow a business

# How to Apply

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

## FOR MORE INFORMATION, CONTACT:

**Riata Center for Entrepreneurship**

**405-744-7552**

**[vep@okstate.edu](mailto:vep@okstate.edu)**

## APPLICATIONS ARE AVAILABLE ONLINE AT:

**[riata.okstate.edu/veterans](http://riata.okstate.edu/veterans)**

# 2017 Supporters

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Snider Farms Peanut Barn

Subway OnCue

Texas Roadhouse

US Small Business

Administration

Wagon Creek Creamery



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

## 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

With 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, a 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.



# 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 profitably.

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 400+ 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, Airforce, 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 mentorship 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 8 – February 9, 2018*

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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 faculty 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 2018. Those with existing businesses will work on understanding and shaping relevant business issues.

## VEP PHASE II

*VEP Boot Camp, February 17 – 24, 2018*

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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

*Mentoring and Venture Development, April 1 – August 31, 2018*

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Delegates are provided with 5 months of ongoing mentorship from entrepreneurship experts at Oklahoma State University and online peer-to-peer networking. This phase of the VEP will enable delegates to get specific feedback regarding their ventures, provide access to professionals who can answer specific technical questions and offer extended hands-on support.

# BELIEVE

# VEP SCHEDULE AT OSU

## March 1 -December 8, 2017

Applications are accepted for the VEP through midnight December 8, 2017.

## December 15, 2017

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

## January 8 - February 9, 2018

Phase I — Self Study and Business Concept/Issues Development

## February 17 - 24, 2018

Phase II — VEP Entrepreneurs' Boot camp — Delegates arrive in Stillwater the morning of February 17 and depart on February 25, 2018.

## April 1 - August 31, 2018

Phase III — Follow up Mentoring and 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?*
- **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