



Veterans with Disabilities Entrepreneurship Program

January 30 - February 6, 2010
Wes Watkins Center • Stillwater, Oklahoma



**Spears School
OF BUSINESS**

Entrepreneurship Program

Dream > Believe > Create



Do you have a dream?

Have you ever considered starting a business?

Do you have an idea for a business but are not sure what to do next?

Have you started a venture but want to find better ways to ensure sustainability and success?

The Veterans Entrepreneurship Program (VEP) is a major initiative of the Spears School of Business designed to offer cutting edge, experiential training in entrepreneurship and small business management to veterans returning from Iraq and Afghanistan with disabilities. The VEP will open the door to entrepreneurial opportunity by developing your competencies in the many steps and activities associated with creating and sustaining an entrepreneurial venture, and by helping you coordinate your efforts with programs and services for veterans and others with disabilities.

Like the military bootcamps you know, this program is intense, rigorous and challenging. Building upon key elements of OSU's premier entrepreneurship curriculum, the VEP consists of a series of training modules designed to help you in growing a business successfully and profitably. A team of world-class faculty, successful entrepreneurs, and other subject matter experts will work with you, providing a fun, interactive and informative experience. They will introduce entrepreneurship ideas, concepts, tools and frameworks. Importantly, they will show you how to apply them to your current or potential business.

Entrepreneurship is the ultimate form of empowerment.

It is the opportunity to create something from nothing - to be the owner of one's dreams.

Never give in - never, never, never, never, in nothing great or small, large or petty, never give in except to convictions of honour and good sense. Never yield to force; never yield to the apparently overwhelming might of the enemy. - Winston Churchill

VEP is designed around two central elements: a) focused, practical training in the tools and skills of new venture creation and growth, reflecting issues unique to disability and public benefits programs; and b) the establishment of a support structure for graduates of the program. The practical elements of the program will involve three phases:

Phase One / December 1, 2009 – January 20, 2010

Delegates will participate in a self-study curriculum, facilitated by an online discussion and assessment module, which will be moderated by entrepreneurship faculty and graduate students from the Spears School. During this phase they will work on the development of their own business concepts.

Phase Two / January 30, 2010 – February 6, 2010

During this eight-day residency in Stillwater, Okla., delegates will be exposed to the “nuts and bolts” of business ownership through experiential workshops and lessons from world-class entrepreneurship faculty representing nationally ranked programs around the country.

Phase Three / March 2010 – February 2011

Delegates are provided with 12 months of ongoing mentorship from entrepreneurship experts at Oklahoma State University.



Sample program topics

- *What's a good business concept and how can I determine if my idea is a good one?*
- *Do I really need a business plan and, if so, how can I write a great one?*
- *How much money do I need and how do I get it?*
- *What do I need to know about my customer and market, and how can I get answers?*
- *How do I make sense of the numbers, and which numbers really matter?*
- *What's a profit model, and does mine make sense?*
- *What do I need to know about operations and service delivery?*
- *What is guerrilla marketing? Are there ways to do more marketing while spending less?*
- *Which activities should I outsource and what do I need to know about hiring employees?*
- *What about my Web site?*
- *Where do I go to get the information I need to organize my venture?*

Eligibility

Applications to the VEP will be accepted from candidates who:

- Have separated from active duty service within the last seven years (or are currently in the administrative process of separating)
- Are identified as disabled by the Veteran's Administration or Department of Defense authority based on a "service connected" disability resulting from participation in Operation Iraqi Freedom (OIF) and/ or Operation Enduring Freedom (OEF)
- Demonstrate a strong interest in entrepreneurship and small business ownership/management



*Specific application requirements can be found at
<http://entrepreneurship.okstate.edu/vep>*

Costs and logistics

This program is entirely free to the veteran. As a result of the generous support of the Spears School of Business and the private giving of individuals and corporations, we are able to cover all costs (including travel, lodging, instruction and meals) for delegates accepted to the VEP.



Application procedures

The VEP program represents a unique opportunity for men and women who have sacrificed for American's freedom to take an important step toward realizing their own freedom – economic freedom – through entrepreneurship. VEP is a highly selective, rigorous, and intense educational initiative that has been created to make a difference. Accordingly, the application process itself is rigorous and highly selective.



Successful candidates for admission will demonstrate a strong interest in entrepreneurship, high motivation for owning and managing a business, and a high likelihood of successful completion of this intense training program. Specific application requirements, as well as the necessary forms and certifications, can be found at the VEP website: <http://entrepreneurship.okstate.edu/vep>

Application deadline / October 1, 2009

Admission is on a rolling basis so you are encouraged to apply early!

Program dates & schedule

Important dates

- | | |
|--------------------|---|
| • October 1, 2009 | Application deadline
(early applications are encouraged) |
| • October 25, 2009 | Final notification of admission |
| • December 1, 2009 | Commence online module |
| • January 20, 2010 | Conclude online module |
| • January 30, 2010 | Commence VEP Residency
(arrive Stillwater, Okla.) |
| • February 6, 2010 | Conclude VEP Residency |

On the battlefield, the military pledges to leave no soldier behind.

As a nation, let it be our pledge that when they return home, we

leave no veteran behind. - Dan Lipinsky



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Oklahoma State University

Oklahoma State University is a modern land-grant system that 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 32,000 students across its five-campus system and nearly 21,000 on its Stillwater campus; with students from all 50 states and about 110 nations. Established in 1890, OSU has graduated more than 200,000 students who have made a lasting impact on Oklahoma and the world.

Spears School of Business

The Spears School of Business at Oklahoma State University is a comprehensive business school with instructional, research, and outreach missions. The academic arm of the Spears School is composed of seven academic departments with more than 100 tenure and tenure-track educational professionals. The Spears School offers 19 undergraduate degree programs, six master's degree programs and two doctoral degree programs. The student body is made up of more than 3,900 undergraduate students and 800 graduate students. All programs are fully accredited by the Association to Advance Collegiate Schools of Business (AACSB).

Department of Entrepreneurship

With one of the most comprehensive academic entrepreneurship programs in the world, the OSU Department of Entrepreneurship is a leading innovator in educating current and future entrepreneurs. Our faculty includes thought leaders who are changing the way entrepreneurs around the world approach new venture creation. The OSU Entrepreneurship Program at OSU includes both the academic-focused Department of Entrepreneurship and the outreach-focused Riata Center for Entrepreneurship. OSU has one of the only academic centers for entrepreneurship in the United States. The department offers an undergraduate major, a minor, an MBA concentration and a doctoral degree in entrepreneurship. The OSU entrepreneurship faculty are strongly committed to innovative engagement with entrepreneurs. The program includes 9 faculty members, 3 full-time staff members, 22 courses, and each semester serves hundreds of students at the graduate and undergraduate levels.

Riata Center for Entrepreneurship

The Riata Center for Entrepreneurship is dedicated to entrepreneurial outreach on the campus, in the community, around the state of Oklahoma, and across the United States. The Riata Center is engaged with the entrepreneurial community, and strongly committed to experiential learning for students. Programs include the Cowboy Entrepreneurial Bootcamps, the Experiential Classroom, the Riata Business Plan Competition, the OSU Technology Commercialization Initiative, Women Igniting the Spirit of Entrepreneurship (WISE), the Riata Internship Program, and much more.

*A young man who does not have what it takes to perform military service
is not likely to have what it takes to make a living. - John F. Kennedy*

VEP Program

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