



# Entrepreneurship Bootcamp for Veterans with Disabilities

**Whitman**  
SCHOOL of MANAGEMENT  
SYRACUSE UNIVERSITY

  
University of Connecticut  
SCHOOL OF BUSINESS

THE  
FLORIDA STATE  
UNIVERSITY  
COLLEGE OF BUSINESS  
Jim Moran Institute  
for Global Entrepreneurship

 **KRANNERT**  
SCHOOL OF MANAGEMENT  
**PURDUE**  
UNIVERSITY

  
**MAYS**  
BUSINESS SCHOOL  
AT TEXAS A&M UNIVERSITY

HAROLD AND PAULINE  
PRICE CENTER FOR  
ENTREPRENEURIAL STUDIES  
**UCLAAnderson**  
School of Management

**LSU**  
STEPHENSON  
ENTREPRENEURSHIP INSTITUTE  
E. F. Dumas College of Business

## Entrepreneurship Bootcamp for Veterans with Disabilities

### MISSION

The Entrepreneurship Bootcamp for Veterans with Disabilities (EBV) offers cutting edge training in entrepreneurship and small business management to post 9/11 Soldiers, Sailors, Airmen, and Marines with service connected disabilities - and a passion for entrepreneurship! The EBV is committed to opening the door to entrepreneurship and small business ownership to these veterans, developing their competencies in the many steps and activities associated with creating and sustaining an entrepreneurial venture, and in coordinating with programs and services unique to veterans and others with disabilities.



# Entrepreneurship Bootcamp for Veterans with Disabilities (EBV)

Like the bootcamp you know, the EBV is intense, rigorous, and challenging. Founded by the Whitman School of Management at Syracuse University in 2007, the EBV program is now offered through a network of world-class business schools that, in addition to the Whitman School, includes UCLA Anderson School of Management, College of Business at Florida State University, Mays Business School at Texas A&M, Krannert School of Management at Purdue University, University of Connecticut School of Business, and E.J. Ourso College of Business at Louisiana State University. The EBV consists of a series of training modules designed to assist participants in creating and growing a successful and profitable venture. A team of experienced faculty and successful entrepreneurs work with each student, providing a fun, interactive, and informative experience.

## The EBV involves three phases:

**PHASE I:** students participate in a self-study curriculum, facilitated by an online discussion and assessment module, which are moderated by entrepreneurship faculty and graduate students from one of the EBV universities. During this phase students work on the development of their own business concepts.

**PHASE II:** during the nine-day residency at one of the seven EBV universities, students are 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 III:** students are provided with 12 months of ongoing support and mentorship from faculty experts and EBV resource providers.

## Topics addressed

- Business concepts
- Business plans
- Marketing
- Financing
- Business models
- Guerrilla marketing
- Human resources
- Organizing new ventures



**J.R. MARTINEZ** deployed with the U.S. Army in 2003 to Iraq. Less than a month into his service, his Humvee hit a landmine, leaving Martinez severely burned over 40 percent of his body. He spent the next 34 months in the hospital undergoing 32 surgeries.

After his recovery, Martinez began traveling the country telling his story. This desire led him to the EBV Program, which he attended at Florida State University's College of Business in the summer of 2008 as part of the inaugural class.

It was Martinez's hope to market his image and his story as a public persona, and he credits the EBV with providing him the skills and confidence he needed to succeed. After graduating from the EBV, Martinez received a spot on the ABC daytime drama *All My Children* in the role of Brot Monroe.

"The bootcamp helped me stay focused on my career," Martinez says. "Vets come back broken down after being injured and often have lost the confidence to continue in life, let alone start a business. The Entrepreneurship Bootcamp for Veterans with Disabilities gives them the knowledge, skills and, most importantly, the confidence to continue."



**COLONEL (R) JILL W. CHAMBERS** served under four different Chairmans of the Joint Chiefs of Staff over an eight-year period. In 2007, she was selected to serve as Special Assistant to the current Chairman, Admiral Michael Mullen, to conduct a focused study of wounded warrior issues, specifically in the areas of Post Traumatic Stress (PTS) and Traumatic Brain Injury (TBI).

A survivor of the attack on the Pentagon on 9-11, Chambers' leadership and understanding of the issues at hand, resulted in creating the foundation for the resiliency programs, in the Army's ground breaking Comprehensive Soldier Fitness Program launched in 2009.

Retiring in 2009 after 28 years of active duty, Chambers "re-launched" as the founder of This Able Vet, LLC, where she continues her commitment to real time solutions and long-term strategies working with non-pharmaceutical alternatives for PTS. Chambers attended the EBV program at UCLA in July of 2010 where she gained invaluable new skills in the art of entrepreneurship that according to her is enhancing the success of her journey.

## How to Apply

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. Visit [whitman.syr.edu/ebv](http://whitman.syr.edu/ebv) for specific application requirements and required documents.



## Eligibility

EBV applications will be accepted from veterans with any percentage of a 'service-connected disability' as designated by the U.S. Department of Veterans Affairs, and who have served on active duty after September 2001.

## Costs

This program is entirely free for program participants through the generous support of the EBV universities, and the private giving of individuals and corporations.

## Apply

[whitman.syr.edu/ebv/apply](http://whitman.syr.edu/ebv/apply)



# EBV Universities

## Whitman School of Management at Syracuse University

One of the nation's oldest and most innovative business schools, the Whitman School of Management is a maverick in redefining graduate business education for managers—making strategic shifts in its MBA curricula and promoting firsthand experiences that give our students the most dynamic programs of study possible. Named for trailblazing financier Martin J. Whitman '49, the Whitman School is proud to nurture graduates who, like Whitman himself, mix a shirtsleeves work ethic and entrepreneurial mind-set with high integrity, exceptional business acumen, social conscience, and a lifelong commitment to mentoring and learning. Today, the Whitman School of Management is nationally ranked as a premier program in entrepreneurship by leading national publications.

## UCLA Anderson School of Management

Established in 1935, UCLA Anderson School of Management provides management education to some 1,600 students enrolled in full-time, part-time and executive MBA programs, and doctoral programs. UCLA Anderson and many of its academic programs and departments are perennially ranked among the best in the world. Very simply, the mission of UCLA Anderson is to be a global leader in management education, research and service. All of UCLA Anderson's academic programs, student and alumni activities and organizations, career management services, centers of influence and administrative programs share in this mission.

## College of Business at Florida State University

The College of Business at Florida State University seeks to provide high quality, innovative instruction that prepares, challenges, and inspires students to shape the future of business; to be an international thought leader by producing high quality scholarly research and publishing in top tier journals; to establish and foster relationships with our alumni, the business community and our other stakeholders; to help the University fulfill its mission and achieve its vision.

## Krannert School of Management at Purdue University

The Krannert School of Management celebrated its 50th anniversary in 2007. Krannert has more than 3,500 students currently enrolled in its internationally ranked programs in undergraduate, master's, executive, and doctoral education. The school is particularly known for its strengths in analytical modeling and problem solving, which fit with its vision as a "premier institution for management and economics education, scholarly research, and development of career opportunities for those interested in becoming leaders of technology-driven enterprises."



**JOHN RAFTERY** served four years in the U.S. Marine Corps. After graduating from the EBV at Syracuse University in August of 2007, Raftery formed Patriot Contractors, a material handling equipment and industrial supply distributor. He is primarily focused on contracting with local, state, and the federal government, and also in the defense industry. Patriot was awarded its first contract in December 2007. Since 2007, Patriot has grown to service a national customer base with projects in 10 states across the country.

For Raftery, the EBV represented an opportunity to take a big step forward toward realizing his dream of business ownership. Attending the EBV allowed Raftery to experience the nuts and bolts of business ownership, specifically in the areas of bootstrapping, guerrilla marketing, and developing a business plan.

"The most important realization I took from the EBV was an appreciation for how important it is to create a business plan before starting a business," says Raftery. "And the importance of surrounding myself with people that have the knowledge and skills to help me make my business dream a reality. Not a day goes by that I don't utilize what I learned at EBV."



**MAJOR KERI MAY** served 11 years on active duty in the U.S. Marine Corps. After this time, May of San-dusky, Ohio, began pondering a future that would provide financial security yet still serve the greater good.

“I noticed a series of accidents in the transportation industry that might have been prevented,” says May, who worked part-time for an aviation safety company. “Transferring military training into the public sector seemed like a good idea for a business.”

When May learned about the EBV, she said “I felt immediately energized. It was an amazing opportunity for me to discover if my idea had merit and to build the network and resources needed to succeed as an entrepreneur.”

May is now using the training she received through the EBV program at Purdue University to launch a nonprofit organization aimed at reducing errors among public transportation operators and first-responders. Her passion for safety is reinforced by the memory of several fellow Marines who lost their lives in preventable accidents.

The EBV exceeded my expectations tenfold,” she says. “I wish every veteran could have this opportunity.”

## Mays Business School at Texas A&M University

Texas A&M University, currently enrolling more than 45,000 students, is the oldest public university in the state. One of its most cherished traditions and legacies is the Corp of Cadets. With the exception of the service academies, A&M’s Corps makes up the nation’s largest uniformed student body, with approximately 1,800 students participating, and annually commissions more officers than any other institution. To date, more than 220 former cadets have achieved the rank of general or admiral. Since 1968, Mays Business School has been training ethical business leaders to impact the global society. Mays is nationally ranked among public business schools for the quality of its academic programs and faculty scholarship.

## University of Connecticut School of Business

Founded in 1941, the University of Connecticut School of Business has evolved into an internationally recognized business school, offering academic programs at the bachelors, masters, doctorate, and advanced certificate levels. The mission of the School of Business centers around providing exceptional managerial and business leadership through innovative experiential learning in a dynamic global business context and integrating real world education, outstanding research, and strategic outreach. The University of Connecticut School of Business is committed to enhancing the competitive advantage of the region’s workforce in an expanding global business environment.

## E.J. Ourso College of Business at Louisiana State University

Since its initial establishment in the late 1920s, the E.J. Ourso College of Business at Louisiana State University has evolved into a producer of worldwide industry leaders and one of the University’s cornerstones for academic success and achievement on the undergraduate, graduate, and faculty level. The Stephenson Entrepreneurship Institute is a multidisciplinary center that serves the University and business community by offering a number of programs and events, designed to promote innovative approaches to identifying needs and solving problems through an entrepreneurial view of opportunity, recognition, and realization. The mission of the institute is to promote and foster entrepreneurial practices through education, outreach, and research. We seek to inspire, innovate, integrate, and implement new ways of thinking, to positively impact students, the regional economy, the state of Louisiana, and the nation.



# Affiliated Partners & Resource Providers

## The Burton Blatt Institute

Collaborating with the Whitman School of Management, and infusing the core disability-related content, is the Burton Blatt Institute (BBI). Located at Syracuse University, BBI is building the premier organization to advance civic, economic, and social participation of persons with disabilities in a global society by creating a collaborative environment—with entrepreneurial innovation and best business practices—to foster public-private dialogue, and create the capacity to transform policy, systems, and people through inclusive education, the workforce, and communities.



## U.S. Small Business Administration

The EBV partners with the U.S. Small Business Administration's Office of Veterans Business Development to help grow the program nationwide and maximize the availability, applicability, and usability of small business programs, which includes business counseling, financing and procurement assistance, for EBV Graduates. The program is funded in part through a cooperative agreement with the U.S. Small Business Administration.



## PepsiCo

PepsiCo, through its Dream Machine recycling initiative, is proud to partner with the EBV program to help our veterans with disabilities receive the training they need to become entrepreneurs. PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that each generates more than \$1 billion in annual retail sales. Our main businesses—Frito-Lay, Quaker, Pepsi-Cola, Tropicana and Gatorade—also make hundreds of other nourishing, tasty foods and drinks that bring joy to our consumers in more than 200 countries. With annualized revenues of nearly \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth, called Performance with Purpose. By dedicating ourselves to offering a broad array of choices for healthy, convenient and fun nourishment, reducing our environmental impact, and fostering a diverse and inclusive workplace culture, PepsiCo balances strong financial returns with giving back to our communities worldwide. For more information regarding the Dream Machine recycling initiative, please visit [www.facebook.com/DreamMachine](http://www.facebook.com/DreamMachine). For more information about PepsiCo, please visit [www.pepsico.com](http://www.pepsico.com).



## DLA Piper

DLA Piper became one of the largest legal service providers in the world in 2005 through a merger of unprecedented scope in the legal sector. While large in scale, the merger strategy was simple—to create an international legal practice capable of taking care of the most important legal needs of clients wherever they do business. DLA Piper participates in each EBV program across the country by teaching the legal component of the curriculum, and more importantly, can assist students by providing legal assistance and advice at no cost after graduating from the EBV Program.



## EBV Foundation

The EBV Foundation works closely with all of the EBV universities with a collaborative set of goals and objectives that assist in funding the programs and providing assistance to EBV graduates. The EBV Foundation's mission is to raise donations and to provide funds to the participating schools of the EBV Consortium, provide mentors for EBV participants to assist in the development of their business plans, and to award seed capital grants to EBV graduates to assist in starting a business.



## American Corporate Partners

American Corporate Partners (ACP) is a nationwide mentoring program dedicated to helping veterans transition from the armed services to the civilian workforce through mentoring, career counseling, and networking with professionals from some of America's finest corporations and select universities. ACP will provide this mentorship at no cost to EBV graduates. To learn more, please visit [www.acp-usa.org](http://www.acp-usa.org).



## SCORE

SCORE "Counselors to America's Small Business" is a nonprofit association with over 13,000 volunteers and 350 chapters, dedicated to educating entrepreneurs and helping small business start, grow and succeed nationwide. SCORE is a resource partner with the U.S. Small Business Administration (SBA). SCORE has partnered with the EBV program to assist graduates with any expert business advice needed in starting and growing a business.



# Entrepreneurship Bootcamp for Veterans with Disabilities

Whitman School of Management | 721 University Avenue, Suite 116 | Syracuse, N.Y. 13244-2450

315.443.6007 | 315.443.0256 | [ebvinfo@syr.edu](mailto:ebvinfo@syr.edu)

[whitman.syr.edu/ebv](http://whitman.syr.edu/ebv)

