



ONE-DAY INTRODUCTION TO ENTREPRENEURSHIP WORKSHOP

November 12, 2024

Devoyd Jennings Business Assistance Center (BAC)

1150 South Freeway

Fort Worth, TX 76104

TRAINERS

Ms. Bridget Moon

Veterans Business Development Officer, U.S. Small Business Administration/ Dallas District Office

Ms. Kissena Sheets

Business Outreach Specialist, University of Texas at Arlington, Veterans Business Outreach Center

Mr. Rex Steele

Director, Tarrant Small Business Development Center

Mr. Greg Kalina

Mentor, SCORE Fort Worth

Mr. James Runzheimer

Attorney at Law, Arlington, Texas

RESOURCES

- The Boots to Business Student Resources Portal at <https://sbavets.force.com/>
- SBA Office of Veterans Business Development Page (<https://www.sba.gov/ovbd>)
- SBA Website (<https://www.sba.gov/>)
- SBA Learning Center (<https://www.sba.gov/learning-center/>)

GOALS & OBJECTIVES

1. To assist participants in understanding the steps, stages, and activities related to launching and growing a business as a post-military career.
2. To help participants understand how business ownership might align (or not) with their own personal strength and life goals.
3. To provide introductory training and orientation to the fundamental tools and strategies associated with executing on plans to launch a new business

8:00 – 8:30 am	<p>WELCOME AND INTRODUCTIONS</p> <p>OBJECTIVE: Provide an overview of the VBOC and the Boots to Business program.</p>
8:30 – 9:15 am	<p>MODULE 1: INTRODUCTION TO BUSINESS OWNERSHIP</p> <p>OBJECTIVE: Provide an overview of the entrepreneurial process, what it means to be an entrepreneur, the opportunities and challenges and military skills and attributes that transfer over to entrepreneurship.</p> <ul style="list-style-type: none"> • Kissena Sheets, UTAVBOC
9:15 – 9:25 am	<p>BREAK</p>
9:25 – 10:10 am	<p>MODULE 2: THE RIGHT IDEA? BASICS OF OPPORTUNITY RECOGNITION</p> <p>OBJECTIVE: Describe the process and activities related to understanding the business case' for turning an idea into a sustainable business concept.</p> <ul style="list-style-type: none"> • Rex Steele, Tarrant SBDC
10:10 – 10:55 am	<p>MODULE 3: UNDERSTANDING MARKETS & YOUR COMPETITIVE SPACE</p> <p>OBJECTIVE: Understand how to conduct market research, the importance of market research, and the basics of competitive strategy/analysis.</p> <ul style="list-style-type: none"> • Rex Steele, Tarrant SBDC
10:55 – 11:05 am	<p>BREAK</p>
11:05 – 11:55 am	<p>MODULE 5: LEGAL CONSIDERATIONS FOR VETERAN-OWNED SMALL BUSINESSES</p> <p>OBJECTIVE: Understand the various legal forms of a business; opportunities and challenges associated with each; offer an overview of other legal considerations impacting veteran-owned businesses; government contracting.</p> <ul style="list-style-type: none"> • Jim Runzheimer, Atty at Law
11:55 am – 12:05 pm	<p>APPLIED ACTION SESSION</p> <p>OBJECTIVE: Apply conceptual training (Business Ownership) (Opportunity Recognition) (Markets & Competition) (Legal Considerations) to personalized feasibility plan.</p>
12:05 - 1:15 pm	<p>LUNCH (Not Provided)</p>
1:15 – 2:00 pm	<p>MODULE 7: INTRODUCTION TO BUSINESS PLANNING</p> <p>OBJECTIVE: Understand the concepts and value of business planning and utilize SBA Resource Partners and tools to develop a viable business plan.</p> <ul style="list-style-type: none"> • Greg Kalina, SCORE Fort Worth
2:00– 2:10 pm	<p>BREAK</p>
2:10 – 2:55 pm	<p>MODULE 4: THE ECONOMICS OF SMALL BUSINESS START-UP</p> <p>OBJECTIVE: Understand the foundation for the cost, price, volume relationship, as it informs profit potential and sustainability for the planned venture.</p> <ul style="list-style-type: none"> • Kissena Sheets, UTAVBOC

2:55 – 3:40 pm

MODULE 6: FINANCING YOUR VENTURE

OBJECTIVE: Understand what types of financing are available for your business; understand the difference between debt & equity financing; and explore what lenders and investors look for when deciding whether to finance your small business.

- **Kissena Sheets, UTAVBOC and Bridget Moon, SBA Dallas District**

3:40 – 4:15 pm

MODULE 8: RESOURCES TO SUPPORT YOUR EFFORTS

OBJECTIVE: Understand the resources available through the SBA, VA, and other resource partners positioned to provide future training and support of the participant's efforts to launch and grow a sustainable business venture.

- **Bridget Moon, SBA Dallas District Office**

4:15 – 4:30 pm

APPLIED ACTION SESSION (IV)(V)(VI)

OBJECTIVE: Apply conceptual training (Business Planning) (Economics) (Financing) (Personal Support Plan) to personalized feasibility plan.

4:30 – 5:00 pm

GROUP QUESTION/ANSWER SESSION/CLOSING REMARKS

LOCAL RESOURCES

SBA District Office (Texas)

150 Westpark Way 130
Euless, TX 76040
Phone: (817) 684-5526
www.sba.gov/tx/dallas

Dallas Metropolitan SBDC

1402 Corinth St
Phone: (214) 860-5848
Dallas, TX 75215
www.DallasMetropolitanSBDC.com

SCORE Fort Worth

1150 South Freeway
Fort Worth, TX 76104
(817) 871-6002
www.scorefortworth.org

Veterans Business Outreach Center

701 S West St
Arlington, TX 76019
Phone: (817) 272-6789
<http://uta.edu/vboc>

Cross Timbers APEX

202 E Border ST
Arlington, TX 76019
(817) 272-5978
<http://www.uta.edu/crosstimbers>

Tarrant SBDC

1150 South Freeway
Fort Worth, TX 76104
(817) 515-2600
www.tarrantsbdc.org

SCORE Dallas

15301 Spectrum Dr 110
Addison, TX 75001
(214) 987-9491
www.dallas.score.org

The Liftfund Dallas Women's Business Center

8828 North Stemmons Freeway 142
Dallas, TX 75247
(888) 215-2373
www.womensbusinesscenterdfw.com

REBOOT FOLLOW-UP

Online Training:

All Boots to Business and Reboot graduates are eligible for follow-on Boots to Business training. These courses are offered at no cost to participants by our SBA Cooperative Agreement with Mississippi State University (MSU) College of Business. Coursework includes:

B2B Revenue Readiness from MSU: Six-week virtual training program, using an interactive classroom with a “live” instructor that meets twice a week. Designed to help participants take a business idea from concept to actionable plan in a relatively short timeframe, B2B RR helps participants focus on identifying and understanding customers, developing a business model, and drafting a business plan.

Building on the knowledge gained in the introductory two-day B2B course, the follow-on program is designed to meet you wherever you are in your entrepreneurial journey whether you’re ready to launch, need further insight on business fundamentals, or even desire industry-specific training.

To sign up, visit <https://sbavets.force.com/>, and check the **Calendar** or **Class List** section for upcoming *or Revenue Readiness* courses. You can also email SBA’s Boots to Business team at boots-to-business@sba.gov, or call us toll-free at 844-610-VET1 (8381).

To be eligible to register for B2B Revenue Readiness, participant must have completed a B2B or Reboot course, and have a profile on the B2B Community Portal. To create your profile, visit:
<https://sbavets.force.com/s/login/SelfRegister>)

SBA’s Online Learning Center: Free training for Starting or Managing a Business, Marketing, Financing, or Government Contracting, available 24/7 at: <https://www.sba.gov/sba-learning-center/>

One-On-One Mentoring and Other Support:

Find the nearest SBA resources in your area: <https://sbavets.force.com/s/resource-network>