



# BOOTS to BUSINESS | REBOOT

New  
Orleans, LA

**with the U.S. Small Business Administration**

Tuesday, March 6, 2018

## 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

## Agenda

8:00 - 8:30 a.m.

### REGISTRATION

8:30 - 9:00 a.m.

### WELCOME AND INTRODUCTIONS

OBJECTIVE: Provide an overview of the Boots to Business program

- *Klassi Duncan, Director, WBRC, Urban League of Louisiana*
- *Mike Pornovets (Counselor, VBOC)*
- *Brief introductions from all attendees and speakers*

9:00 - 9:45 a.m.

### INTRODUCTION TO THE ENTREPRENEURIAL EXPERIENCE (Module 1)

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.

- *Desiree H. Young, Founder & CEO, VentureWalk Business Partners (Urban League of Louisiana Representative)*

9:45 - 10:30 a.m.

### RIGHT IDEA? - BASICS OF OPPORTUNITY RECOGNITION (Module 2)

OBJECTIVE: Describe the process and activities related to understanding the 'business case' for turning an idea into a sustainable business concept.

- *Desiree H. Young, Founder & CEO, VentureWalk Business Partners (Urban League of Louisiana Representative)*

10:30 – 10:45 a.m.

### BREAK

10:45 - 11:30 a.m.

### MARKETS & YOUR COMPETITIVE SPACE (Module 3)



*iree H. Young, Founder & CEO, VentureWalk Business Partners (Urban League of Louisiana Representative)*

- 11:30 - 12:15 p.m.      **THE ECONOMICS OF SMALL BUSINESS (Module 4)**  
**OBJECTIVE:** Understand the foundation for the cost, price, volume relationship, as it informs profit potential and sustainability for the planned venture.
- *Mike Pornovets (VBOC)*
- 12:15 - 1:00 p.m.      **LUNCH**
- 1:00 – 1:45 p.m.      **LEGAL ISSUES IMPACTING VOSB (Module 5)**  
**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 business; government contracting.
- *Mike Pornovets (VBOC)*
- 1:45 – 2:30 p.m.      **FINANCING YOUR VENTURE (Module 6)**  
**OBJECTIVE:** Understand the resources required to execute on your venture concept; understand the different opportunities to fund start-up and subsequent growth; opportunities and challenges associated with each; the basics of credit scores and how that affects financing options; how to improve your credit score
- *Mike Pennison (LSBDC)*
- 2:30 – 2:45 p.m.      **BREAK**
- 2:45 - 3:30 p.m.      **BUSINESS PLANNING (Module 7)**  
**OBJECTIVE:** Leveraging the Nuts & Bolts Guide to Business Planning, understand how to move from feasibility analysis to constructing a viable and fundable business plan.
- *Mike Pennison (LSBDC)*
- 3:30 – 4:15 p.m.      **MOVING FORWARD: RESOURCES TO SUPPORT YOU (Module 8)**  
**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.
- *Alec Banks (SBA LA District Office)*
- 4:15 - 4:30 p.m.      **OPEN FLOOR FOR QUESTIONS AND CLOSING REMARKS**