

## E-seed Express: Entrepreneurship Training for Veterans



David L. & Rita E. Nelson  
Family Fund

- Are you a Veteran? Do you own a small business? Do you want to start a business?
- Are you a Veteran who is wondering if you have a good idea for a business?
- Are you wondering where to start?

If so, we have good news for you! We have a solution and it is easier than you think; the solution is E-seed Express for Veterans. This program is made possible through a grant from the David L. and Rita E. Nelson Family Fund within the Community Foundation for the Fox Valley Region in partnership with Fox Valley Technical College Foundation and Venture Center.

The E-seed Express for Veterans Program is an intense, rigorous, one-of-a-kind, entrepreneurship and small business training series. Designed to leverage the resources in the entrepreneur and Veteran communities, this training series offers practical, real-life, entrepreneur and small business management training and resources, for Veterans in the Fox Valley Technical College (FVTC) district. The program's aim is to provide a pathway towards economic independence for Veterans by helping them develop the skills needed to be successful in launching and growing a business.

All the components of the E-seed Express for Veterans Program are designed to provide a successful pathway to self-employment and business ownership. Engaging and experienced instructors, mentors, and coaches, a proven process designed to help you move forward with your idea/business, and unique networking experiences to help you build your network. A NEW exclusive component of the E-seed Express for Veterans Program is the monthly Mastermind Startup and Growth Roundtable. During this event you'll share, connect and gain insight to the challenges (and successes) you are facing as a starting and/or growing business.

This opportunity is available to Veterans enrolled at Fox Valley Technical College or any Veteran residing in the FVTC service area who owns an established small business or wants to launch a new business. Veterans who successfully complete the E-seed Express Program, develop a lean business plan, and attend the Mastermind Roundtable events are eligible for a \$1,000 start/growth grant for your business! The \$399 E-seed Express fee paid and \$1,000 grant for each Veteran is made possible through generous support from the David L. and Rita E. Nelson Family Fund via the Community Foundation for the Fox Valley Region.

**“The Veterans Program was instrumental in building my knowledge, expanding my network, providing me resources, and increasing my confidence as I created Whimsical Celebrations LLC.”**



*Jessica Williams,  
Veteran, graduate  
of FVTC's Venture  
Center Veterans  
Program, and  
Owner of Whimsical  
Celebrations LLC.*



# E-seed Express for Veterans



## Interested? Secure your seat today:



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1. Attend a complimentary Explore Starting a Business for Veterans informational session at the FVTC D.J. Bordini Center from 5:30 – 7:00 pm and complete the program application. For Explore dates, visit: [www.fvtc.edu/VentureCenter](http://www.fvtc.edu/VentureCenter).
2. Begin the E-seed Express for Veterans Program, which starts on Monday, April 1. This program will meet once a week, for 10 weeks (will not meet on Memorial Day), from 5:30 pm - 8:30 pm at the D.J. Bordini Center.
3. During the E-seed Express Program you will learn about networking events you can attend. You'll also attend the exclusive Veteran Mastermind Roundtable events where you will share and learn from other Veteran business owners, resource providers and successful professionals from throughout the region.
4. Learn from and meet with business professionals to address opportunities and challenges and get access to markets and networks to help you in your business.
5. Complete and submit your lean business plan.
6. Launch/Grow your business!

This is a fantastic opportunity with leaders from the entrepreneur and business community excited to support Veteran startups, entrepreneurs and small business owners. The education, connections and access to resources are designed to maximize your success and the success of your startup or small business. For more information, please contact the FVTC Venture Center at [venture@fvtc.edu](mailto:venture@fvtc.edu).



**Introducing Jon Pethke, an instructor and mentor committed to empowering veterans on their entrepreneurial journey. With a background as an Aerospace Ground Equipment Journeyman in the USAF, Jon brings four years of active-duty service and a wealth of experience to the table.**

**Currently serving as an E-seed Express Instructor at Fox Valley Technical College, Jon is passionate about guiding aspiring entrepreneurs through the intricacies of small business development. His journey began with the E-seed program at the same institution, where he honed his skills and knowledge, ultimately leading to the creation of his own business, Introwoo LLC.**

**With a blend of military discipline, entrepreneurial acumen, and a commitment to education, Jon Pethke stands as an inspiring mentor ready to guide veterans toward success in their entrepreneurial endeavors. Join his E-seed Express for Veterans program to embark on a transformative journey towards building and growing your own small business.**



# Explore Starting a Business for Veterans

## Attend a FREE Information Session to Learn More and Apply!

Are you a Veteran enrolled at Fox Valley Technical College (FVTC), or a Veteran who resides in and operates a small business in the FVTC District? Do you want to start or grow your business?

- Do you know what kind of business you want to start but don't know what to do first?
- Are you interested in learning about funding available for your startup or growth?
- Do you need help identifying networks that can provide access to markets and resources?
- Would you benefit from engaging with business professionals?
- Do you need help to develop a business plan?

If you are a Veteran and answered YES to any of these questions, the complimentary Explore Starting a Business for Veterans informational session is what you are looking for. The E-seed Express for Veterans Program is a Veteran-focused and designed entrepreneurial and small business series made possible by a generous grant from the David L. and Rita E. Nelson Family Fund within the Community Foundation for the Fox Valley Region in partnership with Fox Valley Technical College Foundation and Venture Center.

During this information session you will learn the critical things you must do to successfully launch or grow a business. You will learn all of the details about the E-seed Express for Veterans Program. We'll share how the program works, how to apply, what to expect, AND how to earn cash to launch or grow your business. You will leave knowing how we can help you build the business of your future from idea, to launch, to growth and beyond.

Register for a FREE information session today > [fvtc.edu/VentureCenter](https://fvtc.edu/VentureCenter)

Dates	Times	Location
Monday, February 19, 2024	5:30 - 7:00 PM	D.J. Bordini Center, Appleton
Monday, February 26, 2024	5:30 - 7:00 PM	D.J. Bordini Center, Appleton
Monday, March 4, 2024	5:30 - 7:00 PM	D.J. Bordini Center, Appleton
Monday, March 11, 2024	5:30 - 7:00 PM	D.J. Bordini Center, Appleton
Monday, March 18, 2024	5:30 - 7:00 PM	D.J. Bordini Center, Appleton
Monday, March 25, 2024	5:30 - 7:00 PM	D.J. Bordini Center, Appleton



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**“Embarking on the E-seed Program has been a transformative experience, molding my vision into a comprehensive and strategic business plan. The wealth of knowledge gained throughout the course has not only honed my skills but also instilled in me the confidence necessary for success as an entrepreneur. I believe I have positioned my business for success thanks to the E-seed Program. I strongly urge any aspiring entrepreneur to seize the opportunity to invest in themselves by enrolling in this course—it is a decision that will undoubtedly prove worthwhile.”**



*Greg Brittnacher, Veteran, graduate of FVTC's Venture Center's Veteran's Program, and Owner of Freedom Claims Agency.*

