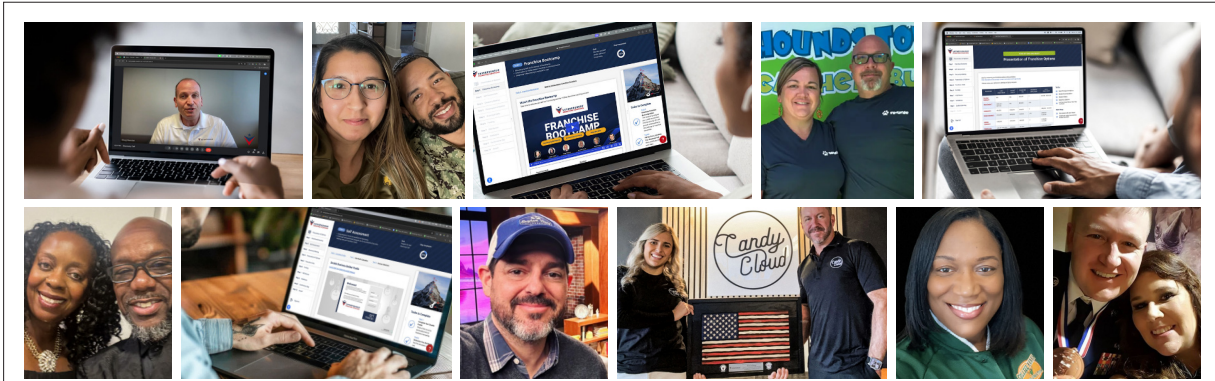




# Syllabus

Class 2508 • Kickoff: May 16, 2025



Welcome to the Vetpreneur® Franchise Academy's Free 10-Step, 10-Week Cohort that turns veterans and military spouses into business owners. Veteran franchising experts will lead you and your classmates through group and individual sessions to get you into franchise ownership.

**Live Virtual Group Sessions:** Engage in live sessions with opportunities for real-time interaction.

**24/7 Support:** Access to your personal franchise coach 24/7 for continuous support.

**One-on-One Coaching:** Benefit from one-on-one guidance tailored to your specific business needs.

**Community Support:** Connect with a network of like-minded veteran and military spouse entrepreneurs.

**Exclusive Resources:** Utilize the Vetpreneur® Portal, assessments, tools, information and more.

**Franchise Matching:** Get matched with Franchise Options that align with your goals and are available in your area.



## Calendar

**Key**

- Individual Sessions
- Group Sessions

Individual Sessions will be scheduled by your coach.

### MAY

SU	MO	TU	WE	TH	FR	SA	
				1	2	3	
4	5	6	7	8	9	10	Week 1: Information Session
11	12	13	14	15	16	17	Week 2: Academy Kickoff
18	19	20	21	22	23	24	Week 3: Discovery Call
25	26	27	28	29	30	31	Week 4: Franchise Options Call

### JUNE

SU	MO	TU	WE	TH	FR	SA	
1	2	3	4	5	6	7	Week 5: Franchisor Calls
8	9	10	11	12	13	14	Week 6: Financing
15	16	17	18	19	20	21	Week 7: FDD & Validation
22	23	24	25	26	27	28	Week 8: FDD & Validation
29	30						

### JULY

SU	MO	TU	WE	TH	FR	SA	
		1	2	3	4	5	Week 9: Discovery Day
6	7	8	9	10	11	12	Week 10: Decision Day & Award
13	14	15	16	17	18	19	
20	21	22	23	24	25	26	
27	28	29	30	31			Week 13: Graduation

5/9/25	Friday	3-4 pm EDT	Step 1: Information Session	1	Group	Franchising 101/Academy Overview
5/16/25	Friday	12-1 pm	Step 2: Academy Kickoff	2	Group	Team Intro/Expectations
			Step 3: Discovery Call	3	Individual	Customized Franchise Fit
			Step 4: Franchise Options Call	4	Individual	Presentation of 5-15 Franchise Options
6/6/25	Friday	2-3 pm	Step 5: Franchisor Calls	5	Group	Prepare for Franchisor Calls
			Step 5: Franchisor Calls Feedback	5	Individual	Follow Up from 1-2 Franchisor Introductions
6/13/25	Friday	2-3 pm	Step 6: Financing	6	Group	Funding options, Tax strategy, Entity Formation
			Step 6: Financing	6	Individual	Customized Funding Strategy
6/20/25	Friday	2-3 pm	Step 7 & 8: FDD & Validation	7	Group	FDD & Legal Insights, Validation prep
			Step 7 & 8: FDD & Validation	7-8	Individual	FDD Review & Validation feedback
7/4/25	Friday	2-3 pm	Step 9: Discovery Day	9	Group	Discovery Day prep, LLC and FA review
			Step 9: Discovery Day	10	Individual	Discovery Day prep
			Step 10: Decision Day & Award	10-13	Individual	Offer, Acceptance Details
7/31/25	Thursday	7-8 pm	Graduation Ceremony	13	Group	Graduates honored. Keynote Speaker



## Franchise Academy Expectations

### Candidate Expectations

- You ARE NOT committed to buying a franchise.
- You ARE committed to the process of evaluating franchising.
- You ARE expected to graduate. You MUST complete through Step 8 and attend a minimum of 3 out of 4 virtual Group Sessions after the Academy Kickoff session in order to graduate.

### Honor Commitments

- If you miss a Group Session, you can watch the recording in the Vetpreneur® Portal.
- Complete your pre-work prior to group and individual sessions.
- This is a professional environment. During your Sessions, you should be set up in a quiet, secluded place without interruptions. Spouses and/or partners are highly encouraged to participate. Limit pets, kids, etc.
- Treat this with the same professional courtesy that you would treat any business relationship.

### Trust & Transparency

- The Academy and your Coach can only be successful if we are both fully transparent.
- Vetpreneur® Franchise Academy is a comprehensive journey that includes introductions to franchisors and financial, accounting, tax and legal partners. It is important that your coach is your only advisor to guide you through the franchise selection and evaluation process.



## Session Objectives



### Group Session

#### Step 1: Information Session

5/9/25 • Fri, 3-4 pm EDT

- Franchise 101
- Franchise Academy overview
- Franchise Academy team
- Class 2401 Syllabus & expectations
- Application Process
- Q&A



### Group Session

#### Step 2: Academy Kickoff

5/16/25 • Fri, 12-1 pm EDT

- Coach introductions
- Candidate introductions
- About Vetpreneur®
- Syllabus & expectations
- Graduation requirements
- Q&A



### Individual Session

#### Step 3: Discovery Call

Schedule with your Coach

##### Pre-Work: Est. 45 min

- Review Portal Steps 2 & 3
- Take the Business Builder Profile
- Net worth calculator
- Assess your Industry Preferences


##### Individual Session Agenda: 1 hour

- Personal introductions
- The Vetpreneur mission - why we do what we do
- Franchise Matching
  - Your why, your fears
  - Skills & interests, review Business Builder Profile results, 3 business owner roles
  - Lifestyle desires
  - Geographical preferences
  - Financial capacity
- Schedule next Individual Session with Coach



**Individual Session**

**Step 4: Franchise Options Call**

 Schedule with your Coach

**Pre-Work: Est. 1-3 hours**

- Review Portal Step 4
- Review 6-12 Franchise Options in Portal
  - Review Portal brochures and videos
  - Write down likes and concerns about each option
  - Rank your options


**Individual Session Agenda: 45 min**

- Discuss likes and concerns
- Coach answers questions you have on each option
- Rack and stack options
- Determine top 1 - 2 franchises to be introduced to
- Schedule next Individual Session with Coach



**Group Session**

**Step 5: Franchisor Calls**


 6/6/25 • Fri, 2-3 pm EDT

- Questions to ask Franchisors
- Unit Economics
- Territory Mapping
- Q&A



**Individual Session**

**Step 5: Franchisor Calls Feedback**

 Schedule with your Coach

**Pre-Work: Est. 1-3 hours**

- Review Portal Step 5
- Conduct initial and potential follow-on calls with Franchisor(s)
- Write down likes, concerns and questions
- Complete any application materials required by the Franchisor

**Individual Session Agenda: 30 min**


- Discuss likes and concerns
- Schedule next Individual Session with Coach



**Group Session**

**Step 6: Financing**

 6/13/25 • Fri, 2-3 pm EDT

 Financing Expert to Attend

- Financing options
- P&L projections
- Entity selection & formation
- Tax strategy
- Outsource everything that is your core competency
- Q&A



**Individual Session**

**Step 6: Financing**

Schedule with your Coach

**Pre-Work:**

- Review Portal Step 6

**Individual Session Agenda: 30 min**

- Discuss likes and concerns
- Determine franchise financing options
- Determine entity formation
- Coach introduction to accounting & financial partners
- Schedule next Individual Session with Coach



**Group Session**

**Steps 7 & 8: FDD & Validation**

6/20/25 • Fri, 2-3 pm EDT

- What is an FDD?
- Four options for FDD review
- What to look for in an FDD
- Validation: the best part, group and individual
- Questions to ask during Validation
- Q&A



**Individual Session**

**Steps 7 & 8: FDD & Validation**

Schedule with your Coach

**Pre-Work: Est. 1-3 hours**

- Review Portal Steps 7 & 8
- Sign for and read FDD
- Write down items in the FDD that you don't understand or have concerns about
- Complete financing applications as necessary

**Individual Session Agenda: 45 min**

- Discuss likes and concerns
- Eliminate all but one option if able
- Four options for FDD review
- Questions to ask Franchisees during Validation
- If you're considering multiple franchises, strongly consider narrowing to one at this point
- Schedule next Individual Session with Coach



**Group Session**

**Step 9: Discovery Day**


7/4/25 • Fri, 2-3 pm EDT

- What is Discovery Day?
- What to expect on Discovery Day
- Four options for franchise agreement review
- Franchise fee payment
- Alumni
- What does it look like after I become a Vetpreneur?
- Q&A



**Individual Session**

**Step 9: Discovery Day**

 Schedule with your Coach

**Pre-Work: Est. 2-3 hours**

- Review Portal Steps 9
- Finish group and individual Validation calls
- Create legal entity
- Complete financing details if not complete yet


**Individual Session Agenda: 30 min**

- Discuss likes and concerns
- Discovery Day what to expect
- Discovery Day travel if necessary
- Franchise agreement review options
- Schedule next Individual Session with Coach



**Individual Session**

**Step 10: Decision Day & Award**

 Schedule with your Coach

**Pre-Work: Est. 1 day**


- Attend Discovery Day

**Individual Session Agenda: 30 min**

- Date for signing franchise agreement
- Date for paying franchise fee
- Training and opening time frame
- Schedule Graduation

**Graduation**

**Graduation Ceremony**

 7/31/25 • Thu, 7-8 pm EDT

**Graduation Requirements**

- You must have either:
  - Been awarded a franchise or
  - Reached Step 8 and attended at least 3 of the 4 Group Sessions after the Academy Kickoff

*\*Our goal is to help you reach a decision point, not to sell you on a franchise. Even if you go through the process and decide that franchise ownership isn't right for you, you'll still be able to graduate.*



## Franchise Coaches & Instructors



**Chris Hale**  
Vetpreneur® CEO &  
Franchise Coach

*NaVOBA Founder,  
3-Time Business Owner,  
Naval Academy Graduate,  
MBA, Naval Flight Officer*



**Doug Hoerster**  
Vetpreneur®  
Franchise Coach

*University of Pennsylvania  
Wharton Business School  
Graduate, Navy Pilot*



**Sarah Brown**  
Vetpreneur®  
Franchise Coach

*2-Time Franchisee,  
Franchise Dev Professional,  
Naval Academy Graduate,  
MBA, Navy Surface  
Warfare Officer*



**Tammy DeCoux**  
Vetpreneur® Franchise  
Coach

*Former Chick-fil-A  
Franchisee, Air Force &  
Army Medical Service  
Civilian Service*



**Brittany Mustybrook**  
Vetpreneur®  
Franchise Coach

*Tippi Toes Franchisee  
US Military Academy  
at West Point Graduate,  
Army veteran*



**Judd Conatser**  
Vetpreneur®  
Franchise Coach

*Former Restaurant  
Business Owner,  
Naval Academy Graduate,  
MBA, Navy Pilot*



**Michael Reeder**  
Financial Strategy

*Managing Partner of his  
firm, CPA, Lead advisor in  
business buying process,  
Northeastern Illinois University*



**Michael Rosenthal**  
Franchise Attorney

*Corporate Partner of his  
firm, franchise business  
counseling expert,  
University of Florida*



## Exclusive Vetpreneur® Portal Access

Access to assessments, Franchise Options, brochures,  
tools, resources, videos, information and more!





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