



# Syllabus

Class 2511 • Kickoff: October 3, 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.

## OCTOBER

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

## NOVEMBER

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

## SEPTEMBER

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

## DECEMBER

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

|          |          |             |                                   |       |            |                                                 |
|----------|----------|-------------|-----------------------------------|-------|------------|-------------------------------------------------|
| 9/26/25  | Friday   | 12-1 pm EDT | Step 1: Information Session       | 1     | Group      | Franchising 101/Academy Overview                |
| 10/3/25  | 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          |
| 10/23/25 | Thursday | 1-2 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     |
| 10/30/25 | Thursday | 1-2 pm      | Step 6: Financing                 | 6     | Group      | Funding options, Tax strategy, Entity Formation |
|          |          |             | Step 6: Financing                 | 6     | Individual | Customized Funding Strategy                     |
| 11/6/25  | Thursday | 1-2 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                |
| 11/20/25 | Thursday | 1-2 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                       |
| 12/18/25 | Thursday | 1-2 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 9, attend Discovery Day 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

9/26/25 • Fri, 12-1 pm EDT

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



### Group Session

#### Step 2: Academy Kickoff

10/3/25 • 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

10/23/25 • Thu, 1-2 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

10/30/25 • Thu, 1-2 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

11/6/25 • Thu, 1-2 pm EDT

Legal Expert to Attend

- 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

11/20/25 • Thu, 1-2 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

12/18/25 • Thu, 1-2 pm EDT

#### Graduation Requirements

- You must have either:
  - Been awarded a franchise or
  - Reached Step 9, attend Discovery Day, 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*



**Jeff Turner**  
Vetpreneur®  
Franchise Coach

*Former fitness franchise  
owner, Naval Academy  
Graduate, MBA  
Marine Corps veteran*



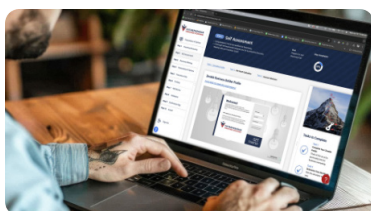
**Michael Reeder**  
Financial Strategy

*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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