



Syllabus

Class 2501 • Kickoff: January 9, 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.

JANUARY

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

FEBRUARY

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

MARCH

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

Date	Day	Time (ET)	Activity	Week	I/G	Learning Objective
1/3/25	Friday	12-1 pm	Step 1: Information Session	1	Group	Franchising 101/Academy Overview
1/9/25	Thursday	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
1/30/25	Thursday	12-1 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
2/6/25	Thursday	12-1 pm	Step 6: Financing	6	Group	Funding options, Tax strategy, Entity Formation
			Step 6: Financing	6	Individual	Customized Funding Strategy
2/13/25	Thursday	12-1 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
2/27/25	Thursday	12-1 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
3/27/25	Thursday	12-1 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

1/3/25 • Fri, 12-1 PM EST

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



Group Session

Step 2: Academy Kickoff

1/9/25 • Thu, 12-1 PM EST

- 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


 1/30/24 • Thur, 12-1 PM EST

- 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

 2/6/25 • Thurs, 12-1 PM EST


 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

 2/13/25 • Thu, 12-1 PM EST


 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

 2/27/25 • Thu, 12-1 PM EST


 Vetpreneur[®] Alumni to Attend

- 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

 3/27/25 • Thu, 12-1 PM EST

 Keynote Speaker

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*



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*



Amy Schertz
Vetpreneur
and Franchisee

*Awarded Franchise in
Mar 2023, 7-year
Navy veteran*



Exclusive Vetpreneur® Portal Access

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



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