VETREPRENEUR®
FRANCHISE ACADEMY

Syllabus

Class 2607 • Kickoff: Oct 9, 2026



Welcome to the Vetrepreneur® 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 Vetrepreneur® Portal, assessments, tools, information and more.

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

VETREPRENEUR® FRANCHISE ACADEMY

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

NOVEMBER

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

DECEMBER

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

Date	Day	Time (ET)	Activity	Week	I/G	Learning Objective
10/2/26	Friday	12-1 pm EDT	Step 1: Information Session	1	Group	Franchising 101/Academy Overview
10/9/26	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
10/30/26	Friday	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
11/6/26	Friday	1-2 pm	Step 6: Financing	6	Group	Funding options, Tax strategy, Entity Formation
			Step 6: Financing	6	Individual	Customized Funding Strategy
11/13/26	Friday	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
11/25/26	Wednesday	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
12/23/26	Wednesday	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 Vetrepreneur® 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.
- Vetrepreneur® 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.

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Session Objectives

Group Session

Step 1: Information Session

10/2/26 • 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

10/9/26 • Fri, 12-1 pm EDT

- Coach introductions
- Candidate introductions
- About Vetrepreneur®
- 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 Vetrepreneur 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

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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

10/30/26 • Fri, 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

11/6/26 • Fri, 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

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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

11/13/26 • Fri, 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

11/25/26 • Wed 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 Vetrepreneur?
- Q&A

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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

12/23/26 • Wed, 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.*

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Franchise Coaches & Instructors



Chris Hale
Vetrepreneur® CEO & Franchise Coach

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



Jeff Turner
Vetrepreneur® Franchise Coach & Operations Manager

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



Doug Hoerster
Vetrepreneur® Franchise Coach

University of Pennsylvania Wharton Business School Graduate, Navy Pilot



Brittany Mustybrook
Vetrepreneur® Franchise Coach

Former dance franchise owner, US Military Academy at West Point Graduate, Army veteran



Sarah Brown
Vetrepreneur® Franchise Coach

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



Michael Reeder
Financial Strategy

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



Jonathan Pace
Financial Strategy

Stategic Advisor to Franchise Buyers, Southern Illinois University, Carbondale



Michael Rosenthal
Franchise Attorney

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



Exclusive Vetrepreneur® Portal Access

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

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