

## Program Overview

**V**eteran Women Igniting the Spirit of Entrepreneurship (V-WISE) is a premier training program in entrepreneurship and small business management. V-WISE helps women veterans and female military spouses/partners find their passion and learn the business savvy skills necessary to turn an idea or start-up into a growing venture. V-WISE is operated by the Institute for Veterans and Military Families at Syracuse University (IVMF) in cooperation with the U.S. Small Business Administration (SBA).

### MORE INFO:

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**e** [vwise@syr.edu](mailto:vwise@syr.edu)  
**w** [vwise.org](http://vwise.org)



   VWISEConference

IN PARTNERSHIP WITH:



Funded in part through a cooperative agreement with the U.S. Small Business Administration.

  
VETERAN WOMEN IGNITING THE SPIRIT OF ENTREPRENEURSHIP

**CONFERENCE  
SCHEDULE**

**PHOENIX, ARIZONA  
JANUARY 27 - 29, 2017  
ADDITIONAL DATES COMING  
SOON! KEEP UPDATED AT  
[VWISE.ORG](http://VWISE.ORG)**



## TOPICS ADDRESSED

- BUSINESS CONCEPTS
- FINANCING
- GUERRILLA MARKETING
- HUMAN RESOURCES
- LEGAL CHALLENGES
- PROFIT MODELS

## ELIGIBILITY

V-WISE is open to all female veterans, active duty female service members and female partners/spouses of active service members and veterans who share the goal of launching and growing a sustainable business venture. Participants may be from any branch of the military and any era of service.

## COSTS & LOGISTICS

The program is offered to qualified participants for a one-time \$75 registration fee. Participants are responsible for their transportation costs to and from the on-site conference location. The cost of the program, meals, and lodging during the conference are funded by the SBA and the IVMF's private-sector partners.

## APPLY

We operate on a rolling admissions basis, therefore early application is highly encouraged.

Apply online at: [vwise.org](http://vwise.org)

## QUESTIONS

(315) 443-4629 ■ [vwise@syr.edu](mailto:vwise@syr.edu)

The V-WISE experience consists of three phases of training and ongoing support:

**Phase 1:** This **15-day online learning experience** is designed to teach participants the “language of business,” instruct students how to understand opportunity recognition as it relates to growing a sustainable venture, and present actionable strategies related to new venture creation.

**Phase 2:** The conference phase of the V-WISE experience, is a **three-day training** offered to cohorts of 200 women at locations across the country. The conference includes more than 20 distinct modules of training, designed for both new business owners and to support the needs of existing ventures. Delegates are exposed to successful entrepreneurs, CEOs of Fortune 500 companies and leaders in government. Upon completion of this phase, participants will receive 2.7 continuing education units from Syracuse University (documentation is required).

**Phase 3:** Following the conference, graduates are connected to **ongoing support** and community-building opportunities focused on small business creation and growth. This resource network includes both SBA-provided supportive services, including Small Business Development Centers (SBDCs), Women's Business Centers (WBCs), Veterans' Business Outreach Centers (VBOCs), Service Corps of Retired Executives (SCORE) offices, as well as services provided by the IVMF and other IVMF partners.

## PROGRAM METRICS & OUTCOMES

As of August 2015, over 1,800 women veterans, transitioning service members, and military spouses have taken part in the V-WISE experience. Based on post-training assessments, the impact of the V-WISE experience has been overwhelmingly positive.

Program assessment metrics include:

- 97% of program participants reported the V-WISE online courses to be useful and appropriate for their needs.
- 65% of V-WISE graduates have launched a new venture, or report a positive impact of the program related to growing an existing venture.
- 96% of program participants reported their overall experience at the V-WISE conference to be positively related to their business needs.
- 95% of program participants reported high satisfaction ratings regarding V-WISE content, instructors, guest speakers and staff.

## ABOUT THE INSTITUTE FOR VETERANS AND MILITARY FAMILIES (IVMF)

The IVMF is the first interdisciplinary national institute in higher education focused on the social, economic, education and policy issues impacting veterans and their families post-service. Through our focus on veteran-facing programming, research and policy, employment and employer support, and community engagement, the institute provides in-depth analysis of the challenges facing the veteran community, captures best practices and serves as a forum to facilitate new partnerships and strong relationships between the individuals and organizations committed to making a difference for veterans and military families.