



**Florida is for Veterans, Inc
dba Veterans Florida**

**Request for Qualifications (RFQ):
Veterans Florida Entrepreneur Program 2026-27**

July 17, 2026

1. RFQ Overview

The objective of this Request for Qualifications (RFQ) is to select one or more qualified vendors, known as Partners (“Partners”), to provide entrepreneur outreach and training services under the Veterans Florida Entrepreneur Program (“Program”) throughout Florida as outlined in the Scope of Work.

2. About Veterans Florida

Veterans Florida is established by the State of Florida under s. 295.21, Florida Statutes, to provide SkillBridge, career, and entrepreneur initiatives for separating and retiring servicemembers, veterans, members of the Guard and Reserve, and their spouses who live in or who wish to live in Florida, enhance employers’ workforce with military talent, and promote all of Florida’s unmatched services, benefits, and quality of life to military and veteran families.

For more information, visit <https://www.veteransflorida.org/>.

3. Veterans Florida Entrepreneur Program Overview

The Program, established under [s. 295.22, F.S.](#), connects business leaders in the state with participants seeking to become entrepreneurs and may include activities and assistance such as peer-to-peer learning sessions, mentoring, technical assistance, business roundtables, networking opportunities, support of student organizations, speaker series, or other tools within a virtual environment.

The Program purpose is to provide participants a comprehensive suite of training options designed to enhance their entrepreneurial skills wherever they may be in their entrepreneurial journey. The Program references the five most commonly used stages of business to determine a participant’s potential level of needed training: Idea, Startup, Growth, Maturity, and Exit.

Under the Program, a participant shall be an entrepreneur who is a veteran of the United States military, an active duty member of the United States military within 12 months of separation or retirement, a member of the Florida National Guard or United States Reserves, or a spouse or unremarried former spouse of a veteran or servicemember, who resides in Florida.

4. Key Principles of the Program

The driving principle for the Program is for training and assistance to meet the entrepreneur where they are in the entrepreneurial journey. This approach favors tailored training over information overload and facilitated discussion over lecture-formatted instruction.

Training for participants in the Idea or Startup business stages shall be based on the Lean Startup method which uses the Business Model Canvas, Lean Canvas, or similar derivation to test an entrepreneur's risks and assumptions about their idea or business. The general goal for a participant in Launch training is to determine the validity or marketability of their business idea or startup. Launch is the "gateway" to the broader journey of entrepreneurship, and lays a foundation to build upon for validated businesses or business ideas. In some cases, it may be useful for an entrepreneur with an established business to receive Launch training to confirm certain fundamental principles, such as key customer segments and unique value proposition, or to prepare for a new service or product launch.

Training for participants in the Growth business stage may be more flexible. Growth assumes that an entrepreneur in this stage may or may not have employees and has a business generating revenue, or is considered pre-revenue. The Program will require an introduction or refresher to the Business Model Canvas to help the entrepreneur identify any risks or assumptions that may need addressing. While a finite goal for participants in Growth training is difficult to determine since all businesses grow at their own speed, entrepreneurs should come out of training with a general and practical understanding of scaling, streamlining, and expanding their business.

Launch and Growth training shall be conducted in small groups, or cohorts. **The training shall be through facilitated group discussion** among the entrepreneurs with limited lecture-formatted instruction. Guest speakers are encouraged to participate.

Partners should understand that while the number of participants is important, quality of training and guidance is desired more. Over-populating cohorts is discouraged since it leads to participants receiving less individualized attention and cannibalizes the potential attendance of future cohorts. Additionally, Growth training should generally not be served to participants who just completed Launch training.

5. Program Components

Cohorts. Cohort-based training provides multiple training modules to a small group of prescreened participants in a facilitated discussion environment. In addition to providing proficiency in the training topics, the cohorts should build camaraderie among participants. Training is likely to occur over several weeks and usually at a particular set time of the week for the participants. Launch and Growth training shall be conducted in cohorts. Veterans Florida prefers that in-person cohort training be offered to participants; however, cohorts may also be offered in hybrid, local virtual or statewide virtual formats (additional details are provided in Section 6. Scope of Work).

Partners are encouraged to include mentorship opportunities for participants during the duration of the cohort from local business and community leaders, successful entrepreneurs, and other professionals.

Workshops. Workshops provide topical general business training to groups of participants of any size over the course of a couple of hours. Training in general business topics such as legal structures, stakeholders, launching, marketing, franchising, acquisitions, and other issues that business owners frequently face shall be conducted in workshops. Workshops may also provide training for topics covered under the Launch and Growth cohort training, but should not be conducted in a manner to replace cohort training. Specialized industry based workshops are also encouraged, such as government contracting, food services, or other, to address specific needs of local participants. Camaraderie building and networking is encouraged during the workshop, but training is the primary purpose. Veterans Florida prefers that workshops be offered to participants live and in-person and include a meeting location for all attendees to meet and participate. However, Partners may offer virtual workshops with participation via Zoom, Teams, Google Meet, or similar software.

Networking. Networking provides opportunities for expanding personal and professional connections and building a sense of community to groups of participants of any size over the course of a couple of hours. General business topics may be presented during networking, but community building is the primary purpose of networking. Networking events shall be open to any eligible participant, mentors, entrepreneurs, and community business leaders, not exclusively those within cohorts.

6. Scope of Work

The Program is a comprehensive entrepreneurship program implemented across a network of Florida-based partner entities throughout the state of Florida. Veterans Florida's objective is for participants to gain and optimize the skills and confidence to become successful business owners or grow their business. The Program offers a pipeline for entrepreneurs to take a business idea from conception through execution and scalability. The Program does not guarantee participants that an idea will turn into a fully operational business. Program participants can expect to understand the entrepreneurial process and put their newly learned entrepreneurial skills to work. Responsibility for facilitating this Program is extended to our Partners through this RFQ.

The Program fiscal year (FY) 2026-27 budget for awards as a result of this RFQ is \$700,000. Veterans Florida expects to negotiate agreements with a start date on or about September 1, 2026 with all work performed and completed prior to June 30, 2027. Additionally, Veterans Florida may seek and negotiate agreements for services directly with potential Partners should any funds remain unallocated or Veterans Florida determines that the needs of the veterans are not met based on the outcome of this RFQ.

The specific FY 2026-27 Program services delivered by Partners will be determined by Veterans Florida and guided by the needs of participants across the state, population density of certain regions, and the volume of offerings and their distribution throughout Florida's various geographic regions ([see map](#)). Veterans Florida seeks to offer Launch and Growth Cohorts in each region of the state, it may be limited to one per six-month semester per region. Veterans Florida intends to select one or more Partners to provide statewide virtual Launch and Growth cohorts. Veterans Florida seeks to offer two statewide virtual Launch and Growth cohorts during FY 2026-27.

Prospective Partners may elect to include any service in this RFQ within their proposal. Proposals should clearly identify the location in the state that opportunities are intended to serve participants. Agreements will be customized based on the services provided by the Partner. The anticipated scope of work for services sought by Veterans Florida is listed below:

A. Launch Cohort

Number of Participants	10 (minimum attendance) to 15 (maximum attendance)
Training Modules	11
Training Module length	not less than 2 and no more than 3 hours
Participants' Business Stage	Idea, Idea to Startup, Startup, post Startup (if necessary)
Offered	No more than two times a year, and no more than one per six month semester

The Partner shall conduct a Launch Cohort with 10-15 participants with the modules 1-5 based upon Business Model Canvas, Lean Canvas, or similar derivation to test an entrepreneur's risks and assumptions about their idea or business. Modules 6-10 include topics led by subject matter experts. Topics should include, but are not limited to, legal structures, registering a business with the State, stakeholders, launching, marketing, acquisitions and franchising, local resources (SBA, SBDC, VBOC, etc.), specialized industry based topics or other issues that business owners frequently face. The final module should provide participants an opportunity to practice pitching their Business Model to others in attendance.

The goals for a participant in Launch training are to determine the validity or marketability of their business idea or startup, understand and complete a Business Model Canvas (or similar Canvas), and understand concepts related to getting a business started and going to market with a product or service.

The Partner shall develop the necessary curriculum and training schedule. The curriculum, attendance method (in-person, hybrid or virtual), and timelines must be approved by Veterans Florida. The training schedule may adjust based on the needs of participants.

The Cohort shall include facilitation and instruction on the following topics:

Module	Business Model Canvas	Lean Canvas
1	Customer Segments; Value Propositions	Customer Segments; Early Adopters; Problem; Existing Alternatives
2	Channels; Customer Relationships	Unique Value Proposition; High-Level Concept; Solution
3	Revenue Streams; Key Resources	Channels; Revenue Streams
4-5	Key Activities; Key Partners; Cost	Cost Structure; Key Metrics; Unfair Advantage
6-10	Combination of the following or optional topics: ● Registering business ● Marketing ● Accounting ● Funding ● Franchising/Acquisition ● Local Resources (SBA, SBDC, VBOC, etc.) ● Other topics that may address local needs	
11	Pitch Your Business Model	
Additional concepts to be provided throughout these modules: Iteration, Pivoting, Minimum Viable Product, and others deemed necessary by Partner.		

The table above provides a generally recognized order for each of the two leading Canvas models, but Partners may deviate from these orders based upon their experience or other factors.

Partners are encouraged to include mentorship opportunities for participants during the duration of the cohort from local business and community leaders, successful entrepreneurs, and other professionals. Local resources are also essential to the success of Program participants, and Partners are encouraged to expose participants to ample follow-on services and support from outside entities upon completion (i.e. SBDC, local incubators or accelerators, co-working spaces, veteran business groups).

Prizes or startup capital are not required for participants during Module 11. Under no circumstances shall funding provided by Veterans Florida to the Partner be used as seed funding or capital for participants.

Launch participants must be vetted by the Partner and meet the following criteria (documentation collected by the Partner):

- A Florida resident;
- An entrepreneur with a for-profit idea, startup business, or established business and a need to test their risks and assumptions for a new product or service in Florida; and, one of the following:
 - Discharged veteran with other than bad conduct or dishonorable discharge; Partners must collect participant's DD214 Member 4 copy or U.S. Department of Veterans Affairs letter verifying other than bad conduct or dishonorable discharge.
 - Active duty member of the United States military within 12 months of End Term of Service (ETS), or a member of the Florida National Guard or United States Reserves; Partners must collect the letter confirming guard/reserve or active duty status.
 - Spouse or unremarried former spouse of a veteran or servicemember with documentation of letter verifying marriage or former marriage to a veteran or servicemember, their DD214 Member 4 copy or U.S. Department of Veterans Affairs letter verifying other than bad conduct or dishonorable discharge or letter confirming guard/reserve or active duty status.

The Objectives of Launch training are:

- Participants complete and produce a Canvas.
- Participants individually determine if their idea, business, or new product or service is or is not validated and marketable.
- Partner determination on each of the participants' viability and marketability.

Launch Cohorts may be delivered in one of four (4) formats: in-person, hybrid, local virtual, or statewide virtual.

- In-Person Launch Cohorts provide facilitation in a common area or room.
- Hybrid Launch Cohorts provide facilitation through a combination of in-person and online delivery. The cohort must include at least three modules delivered in-person. Each session must be conducted in the same format for all participants. Each session shall be delivered entirely in person or entirely virtually.

- Local Virtual Launch Cohorts provide live facilitation for participants within the Partner's surrounding training area through online meeting tools. Facilitation shall be conducted live and not rely on prerecorded content.
- Statewide Virtual Launch Cohorts provide live facilitation for participants across the state through online meeting tools. Facilitation shall be conducted live and not rely on prerecorded content.

Pricing for each Cohort varies depending on the method of delivery and additional information is provided in Section 6. D. Pricing.

B. Facilitated Growth Cohort

Number of Participants	6 (minimum attendance) to 8 (maximum attendance)
Training Modules	8
Training Module length	not less than 2 and no more than 3 hours
Participants' Business Stage	Growth, Maturity, Exit
Offered	No more than one time a year

The Partner shall conduct a Facilitated Growth Cohort with 6-8 participants in a program of training designed to provide participants plans to grow and expand their business. Participants in this training may or may not have employees and should have a business generating revenue.

The Cohort shall include facilitation and instruction with eight (8) training modules on the following topics:

Required:
Introduction or refresher to Business Model Canvas/Lean Canvas/Lean Startup
Combination of the following or optional topics:
• Timing • Managing Stakeholders • Constraints • Growing your Team/Operations • Raising/Accessing Capital/Business Plans • Financials • Scalability

- Infrastructure
- Pitching Your Business
- Funding Terminology and Phases
- Exit Strategy

Partners are encouraged to include mentorship opportunities for participants during the duration of the cohort from local business and community leaders, successful entrepreneurs, and other professionals. Local resources are also essential to the success of Program participants, and Partners are encouraged to expose participants to ample follow-on services and support from outside entities upon completion (i.e. SBDC, local incubators or accelerators, co-working spaces, veteran business groups).

The Partner may host an opportunity for participants to “pitch” their business to other attendees. Such opportunities are not required to include prizes or startup capital. Under no circumstances shall funding provided by Veterans Florida to the Partner be used as seed funding or capital.

Growth participants must be vetted by the Partner and meet the following criteria (documentation collected by the Partner):

- A Florida resident;
- With a revenue generating for-profit business entity incorporated with the State of Florida on Sunbiz; and, one of the following:
 - Discharged veteran with other than bad conduct or dishonorable discharge; Partners must collect participant’s DD214 Member 4 copy or U.S. Department of Veterans Affairs letter verifying other than bad conduct or dishonorable discharge.
 - Active duty member of the United States military within 12 months of End Term of Service (ETS), or a member of the Florida National Guard or United States Reserves; Partners must collect the letter confirming guard/reserve or active duty status.
 - Spouse or unremarried former spouse of a veteran or servicemember with documentation of letter verifying marriage or former marriage to a veteran or servicemember, their DD214 Member 4 copy or U.S. Department of Veterans Affairs letter verifying other than bad conduct or dishonorable discharge or letter confirming guard/reserve or active duty status.

The Objectives of Growth training are:

- Participants complete and produce a Canvas.
- Participants individually determine if their business:
 - is or is not validated and marketable
 - is or is not scalable or expandable

- Partner determination on each of the participants':
 - viability and marketability
 - scalability or expandability

Growth Cohorts may be delivered in one of the following formats:

- In-Person Growth Cohorts provide facilitation in a common area or room.
- Statewide Virtual Growth Cohorts provide live facilitation for participants across the state through online meeting tools. Facilitation shall be conducted live and not rely on prerecorded content.

Pricing for each cohort varies depending on the method of delivery and additional information is provided in Section 6. D. Pricing.

C. Cohort Attendance Requirements

Participants are expected to attend at least 70% of the cohort. Participants that do not attend 70% of the cohort are not included in the minimum attendance requirement for billing. Make-up attendance may be granted through one-on-one or small group make-up sessions led by the original presenter or Partner staff. Make-up attendance shall be documented by the Partner and included in the attendance records submitted to Veterans Florida.

Repeat participants must be approved by Veterans Florida. Acceptable reasons for a participant to repeat the same cohort training may include, but are not limited to, life circumstances that prevented the participant from completing a previous program, a significant pivot in the participant's business model, or the development of a new business venture, product, service, or a new feature to an existing product or service.

D. Cohort Metrics and Reporting Requirements

The Partner shall collect information about participants and their businesses in Launch and Growth Cohorts. Partner shall be responsible for obtaining participants' program application, contact information, demographics, participation verification, and confirm program eligibility.

Veterans Florida will provide standardized reporting forms after the procurement process for this RFQ ends, and Prospective Partners should expect to at least provide the information included in this section on the reporting templates. Cohort reports are due no later than 10 business days after the Cohort completes.

Participant information collected and reported:

- Name, address, email and phone number;
- Military branch, date of separation, rank/grade at separation;
- Participation verification documentation;

- Business legal name (doing business as name) used for state registration and federal tax identification number; and,
- Short Biography.

Cohort programming information to be collected and reported:

- Total number of participants with detailed attendance records;
- Results of participant survey provided by the Partner, if any;
- Documentation of the Objectives listed under Sections A, B and/or C;
- Documentation of marketing efforts to secure participation. Documentation may include, but not limited to: screenshots of social or digital marketing, copies of emails distributed, or copies of any other marketing efforts; and
- Photos of cohort participants and presenters in action. Photos may be used by Veterans Florida for future marketing efforts, which may include digital or social.
- Marketing and promotional activities to general public, local government officials, internal or external stakeholders;
- Recruitment and attendance efforts;
- Collaboration efforts with other organizations;
- Significant activities/achievements of Partner or Participant(s) (past or present);
- Media coverage secured; and
- Guest speakers and local resources provided to participants.

Additionally, the Partner shall collect a Veterans Florida survey from each participant at the end of the training to measure business metrics, participant satisfaction, and other feedback. The survey will be provided by Veterans Florida after the procurement process for this RFQ ends. The Partner shall report activities, achievements, performance metrics, and quantitative data to Veterans Florida as requested and assist in the maintenance of data to keep up to date.

Reporting in this section must be provided for payment processing.

E. Workshops

Number of Participants	minimum 10
Training Modules	minimum 4 workshops to bid on this training
Training Module length	not less than 2 and no more than 3 hours
Participants' Business Stage	Any

Offered	Anytime during the fiscal year
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The Partner shall conduct workshops which include subject matter experts on topics such as legal structures, stakeholders, launching, marketing, acquisitions, or other issues that business owners frequently face. Specialized industry based workshops are also encouraged, such as government contracting, fundraising, or franchising, to address specific needs of veteran entrepreneurs. Workshops should be treated as stand alone events and not as an extension to the Cohort facilitation.

Workshops are open to all interested veteran and spouse entrepreneurs, those participating in a Cohort, as well as those not in a Cohort.

The Partner shall propose a workshop schedule to include topic list, location, date and time, and instructor information for workshops for Veterans Florida approval. Partners must propose hosting a minimum of four (4) workshops during the term of the agreement to be considered. Workshop minimum attendance is 10 veterans. Attendance count may not include the speaker(s), Partner staff/leadership, or Veterans Florida staff who may be in attendance. Veterans Florida allows for participant self verification for workshop attendance.

Workshop topics may include:

Local Resources (SBA, SBDC, VBOC, etc.) Government Contracting Franchising & Small Business Acquisition Legal Structures Stakeholders Accounting Marketing	Website and Social Media Food Services AI Business Tools and/or Training Funding Sources and Opportunities Exit Strategy Etc.
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The Partner shall be responsible for collecting and reporting workshop and participant information upon completion of the workshop and must be provided for payment processing.

Veterans Florida will provide standardized reporting forms after the procurement process for this RFQ ends, and Prospective Partners should expect to at least provide the information included in this section on the reporting templates. Workshop reports are due no later than 10 business days after the Workshop completes.

- Workshop topic with date, time and location;
- Participant name, email, and phone number;
- Military branch, date of separation, rank/grade at separation;
- Business name;

- Total number of participants;
- Documentation of marketing efforts to secure participation. Documentation may include, but not limited to: screenshots of social or digital marketing, copies of emails distributed, or copies of any other marketing efforts; and
- Photos of cohort participants and presenters in action. Photos may be used by Veterans Florida for future marketing efforts, which may include digital or social.
- Marketing and promotional activities to general public, local government officials, internal or external stakeholders;
- Collaboration efforts with other organizations;
- Significant activities/achievements of Partner or veteran participant (past or present);
- Local resources identified to the veteran; and
- Results of Partner conducted participant survey, if any.

Workshops may be delivered in-person or virtually. Virtual workshop participation should be via Zoom, Teams, Google Meet, or similar software. Pricing varies depending on the method of delivery and additional information is provided in Section 6. D. Pricing.

F. Networking

Number of Participants	minimum 10
Training Modules	minimum 4 networking events to bid on this service
Training Module length	not less than 2 and no more than 3 hours
Participants' Business Stage	Any
Offered	Anytime during the fiscal year

The Partner shall conduct networking events to provide veterans interested in entrepreneurship the ability to learn about Veterans Florida opportunities, network with peers, and connect with resources or information to assist them on their entrepreneurial journey.

Networking events are open to all interested veteran and spouse entrepreneurs, those participating in a Cohort, as well as those not in a Cohort. Veterans Florida encourages the Partner to invite local resource providers, subject matter experts, vendors, and other successful entrepreneurs to participate in networking events.

The Partner shall propose a networking schedule to include event type, location, date, and time for Veterans Florida approval. These events can be a morning coffee and mingle, after

hours networking, or other similar format. Partners must propose hosting a minimum of four (4) networking events during the term of the agreement to be considered. Networking minimum attendance is 10 veterans. Attendance count may not include the speaker(s), Partner staff/leadership, or Veterans Florida staff who may be in attendance. Veterans Florida allows for participant self verification for networking attendance.

The Partner shall be responsible for collecting and reporting networking events and participant information upon completion of the networking event and must be provided for payment processing.

Veterans Florida will provide standardized reporting forms after the procurement process for this RFQ ends, and Prospective Partners should expect to at least provide the information included in this section on the reporting templates. Networking event reports are due no later than 10 business days after the Networking event completes.

- Networking date, time and location;
- Participant name, email, and phone number;
- Military branch, date of separation, rank/grade at separation;
- Business name;
- Total number of participants;
- Documentation of marketing efforts to secure participation. Documentation may include, but not limited to: screenshots of social or digital marketing, copies of emails distributed, or copies of any other marketing efforts; and
- Photos of cohort participants and presenters in action. Photos may be used by Veterans Florida for future marketing efforts, which may include digital or social.
- Marketing and promotional activities to general public, local government officials, internal or external stakeholders;
- Collaboration efforts with other organizations;
- Significant activities/achievements of Partner or veteran participant (past or present); and
- Local resources identified to the veteran.

G. Program Marketing/Promotion

The Partner shall promote/market program offerings and services available to veterans, veterans groups, and their families. Marketing efforts may include, but not limited to, social/digital marketing, email marketing, print publication, and/or broadcast. All promotion/marketing efforts must be co-branded and include the Veterans Florida logo. Logo inclusion must be in accordance with the [Entrepreneur Program Brand Guideline](#). The Guideline contains all details to use the Veterans Florida logo. Veterans Florida must be tagged in all social/digital marketing.

Veterans Florida may assist with Partner marketing efforts by promoting or resharing on social media channels.

Veterans Florida may provide supplemental marketing support on a case by case basis. Additionally, Partners shall promote the economic benefits of the Program to the community and state through marketing efforts and communications to the general public, local government officials, and internal and external stakeholders.

Press releases related to the Program must be approved by Veterans Florida and include at least one quote from our staff. The Partner must report contacts with media personnel, media outlets, and scheduled press conferences or press releases in their reporting.

5. RFQ Schedule and Process

A. Schedule

Activity	Dates
RFQ Issued	Friday, July 17, 2026
Webinar	Wednesday, July 22, 2026 at 11AM ET
Questions Due	Friday, July 24, 2026 at 5PM ET
Veterans Florida Question Response Deadline	Friday, July 31, 2026 by 5PM ET
Proposal Deadline*	Friday, August 14, 2026 at 5PM ET
Award Notifications	On or about September 1, 2026

*Proposals received at and after 5:01PM ET will be considered late submissions. Late submissions will only be considered should any funds remain unallocated.

Interested entities must direct any and all communications relating to this RFQ to the designated Procurement Officer:

Heather Collins, Director of Finance and Operational Support
entrepreneur@veteransflorida.org
Subject Line: Entrepreneur Program RFQ

Ms. Collins is the sole contact for entities. All other Veterans Florida team members are prohibited from discussing the RFQ with entities outside of the scheduled process.

B. RFQ Issued and Webinar

Veterans Florida shall issue/post the RFQ on <https://www.veteransflorida.org/submit-proposal/> in accordance with the Schedule.

Veterans Florida will host an RFQ Overview webinar on the date and time listed in the Schedule. The webinar will include Program overview, goals, procurement method, and timeline. Veterans Florida may elect to respond to questions regarding the Program or the procurement method during this webinar.

To access the webinar hosted using Google Meet:

Video link: meet.google.com/hvw-srww-jku

Or dial: (US) +1 518-672-1663 PIN: 181 088 982#

For interested entities unable to attend the webinar, Veterans Florida will post a link to a recording of the webinar within one to two business days of hosting the webinar.

C. Questions and Responses

Veterans Florida will accept written questions pertaining to this RFQ. All questions must be submitted via email to the Procurement Officer at entrepreneur@veteransflorida.org on or before the deadline listed in the Schedule. The Procurement Officer will confirm receipt of questions within one business day. Questions should be relevant to the program or RFQ requirements. All questions and responses will be shared with all interested entities. To review questions and responses, visit <https://www.veteransflorida.org/submit-proposal/> on or before the response deadline listed in the Schedule.

D. Proposal Deadline and Submission Process

Veterans Florida will accept proposals on or before the deadline listed in the Schedule. Proposals may be submitted prior to the deadline, however early submission does not guarantee funds to be awarded.

All proposals should be submitted electronically as one (1) single document (preferably as an Adobe PDF) to entrepreneur@veteransflorida.org in accordance with the Proposal Format listed below.

Veterans Florida will notify each entity that their proposal has been received via email within two business days. Please be sure to include a contact person and email address with the proposal submission.

Veterans Florida will review proposal submissions against the Evaluation Criteria.

6. Proposal Format

Proposal submissions should be submitted in the format described below and include all of the information requested. Total page count for Proposal submission shall not exceed ten (10) pages.

No	Proposal Section	Content/Deliverables
1.	Authorization Letter and Signature	Include a one-page letter signed by an authorized representative with authority to negotiate on behalf of the organization. Does not count against Proposal Submission page count.
2.	Executive Summary	Include a one-page summary providing the specific services from the Scope of Work contained within the proposal. Does not count against Proposal Submission page count.
3.	Organization Information and Overview	Provide the information requested in section 6.A.
4.	Organization Experience	Provide the information requested in section 6.B.
5.	Organization Capabilities	Provide the information requested in section 6.C.
6.	Pricing	Provide the information requested in Section 6.D.
7.	Letters of Support	Optional and does not count against Proposal Submission page count.

A. Organization Information

Organization information must include:

1. **Organization Information:** Legal name, address, primary contact for RFQ purposes, and company history information.
2. **Organization Overview:** Include brief history of organization, specialized resources, collaborators, and outcomes of entrepreneur clients, and number of clients/entrepreneurs served annually.
3. **Proposed Team:** Include a staffing plan that clearly identifies:

- a. Facilitators and instructors who are sufficiently knowledgeable and experienced with entrepreneurship;
 - b. Paid staff member(s) or contractor(s) responsible for administering program, including:
 - i. Primary point of contact for Grant Manager for reporting, proof of performance, and invoicing; and,
 - ii. Primary point of contact for Program Manager for program participants, recruiting, training, and marketing;
 - c. Identify mentors, local resource providers, and potential guest lecturers.
4. **Marketing Assets:** Identify the following organizational assets, with the appropriate web links if available, to be used for marketing, recruiting, and promoting the proposed services from the Scope of Work and the Program:
- a. Website and annual visitors
 - b. Social media pages and follower counts
 - c. Email systems, mass or otherwise, and subscriber count
 - d. Application forms, web-based or otherwise
5. **Infrastructure Assets:** Identify locations and/or buildings in direct control of the organization or the organization's partners that will be used to support the proposed services from the Scope of Work. Include virtual tools and assets if applicable.
6. **References:** Provide contact information for at least **two former clients** that Veterans Florida can contact. For each reference, indicate the following:
- Client Name, Title, Phone Number, and Email Address;
 - Industry and Product or Service;
 - Service Description; and,
 - Length of Relationship.

B. Organization Experience

Organizations must demonstrate experience and community partnerships.

1. Discuss organization's history of providing cohort based instruction, workshops, or networking. Detail any previous experience working with veteran entrepreneurs.
2. Identify other organizations providing necessary support or services to Program participants for mentorship, local resources, and other opportunities. Provide an example relevant to Scope of Work.

C. Organization Capabilities

Organization must include relevant information on capability, capacity, recruitment, delivery and implementation of program elements to be provided. Organizations should assume the Program timeline is September 1, 2026 - June 30, 2027. Organizations may include one or more services outlined in the Scope of Work in the proposal.

1. Discuss organization's plan to facilitate cohort training, if applicable. Include recruiting and marketing support activities. Specify if attendance will be in-person or

- virtual. Provide a sample curriculum that includes topics outlined in the Scope of Work. Provide training timeline and location.
2. Discuss organization's workshop plan, if applicable. Include recruiting and marketing support activities. Specify if attendance will be in-person or virtual. Provide workshop topic list, location, proposed timeline, and instructor information for workshops.
 3. Discuss organization's networking plan, if applicable. Include recruiting and marketing support activities. Provide networking proposed timeline, location, and potential attendees.
 4. Program participation does not need to be exclusively made up of targeted participants. Veterans Florida welcomes proposals from organizations that can show a clear path to incorporating targeted participants into existing programs. Organizations must demonstrate their ability to meet or exceed objectives. Veterans Florida funding must only be used to fund targeted participants' attendance in cohorts, workshops, and networking events. Clearly describe the financial management structure and internal controls to ensure appropriate record keeping of Program funds.
 5. Discuss organization's overall marketing plan to promote the Program to veterans, veterans groups, and their families; program benefits to the community and state; and increase attendance and participation. Provide samples of marketing efforts with demonstrated success.

D. Pricing

Veterans Florida shall compensate Partners using a fixed fee format for services outlined in the RFQ as follows:

- Launch Cohort
 - In-person: \$30,000/cohort
 - Hybrid: \$24,000/cohort
 - Local Virtual: \$18,000/cohort
 - Statewide Virtual: \$22,000/cohort
- Growth Cohort
 - In-person: \$18,000/cohort
 - Statewide Virtual: \$13,200/cohort
- Workshops (minimum 4 workshops to bid)
 - In-person: \$1,500/workshop
 - Virtual: \$1,000/workshop
- Networking (minimum 4 events to bid)
 - In-person: \$750/networking event

Veterans Florida will determine the number of program offerings provided by Partners based on the veteran needs in the state of Florida.

Entities are also invited to recommend program elements that exceed the requirements outlined in the Scope of Work, however Veterans Florida will only fund the portion of the program that aligns with requirements outlined in the Scope of Work.

For example, a Partner may propose a Launch Cohort that has 13 modules and aligns with the requirements outlined in the Scope of Work. Veterans Florida would only fund 11 out of the 13 modules for a total not to exceed the fixed fee outlined above. Partners may seek an additional funding source from other entities or organizations.

Program participation does not need to be exclusively made up of the Program's targeted participants. Veterans Florida welcomes proposals from organizations that can show a clear path to incorporating veterans into existing programs. Veterans Florida funds are allocated to fund Participant's attendance in cohorts, workshops, and networking events.

Partners may propose a per participant fee pricing structure for cohorts at the rate of total cost divided by minimum attendance requirement for the cohort in the situation where cohort attendance is mixed between targeted participants and non-targeted participants. As an example, Launch compensation for in-person instruction is \$30,000 divided by 10 minimum attendance would be \$3,000 per participant. Partners still must meet the minimum attendance requirement for cohort participation to avoid financial consequences imposed. In other words, if attendance is composed of 5 participants who are veterans and 5 are non-veterans, the total compensation would be \$15,000.

Partners may not charge targeted participants for participation in any event funded by Veterans Florida including workshops and networking events.

E. Payment Terms and Financial Consequences

All payment terms will be outlined in a signed agreement between Veterans Florida and Partner.

Partners offering Launch and/or Growth Cohorts may invoice Veterans Florida upon the start of the cohort for 50% of the cohort fee. The invoice must include a list of participants and documentation outlined in the Scope of Work. Upon completion of the cohort, the Partner shall invoice Veterans Florida for the balance of the cohort fee and provide any additional documentation as outlined in the Scope of Work. Partners proposing a per participant pricing for cohorts, invoices must include total attendance counts to confirm they met the cohort minimum attendance. An invoice for those participants must be submitted upon conclusion of the cohort with any documentation as outlined in the Scope of Work. Workshops and networking events are invoiced by the Partner upon conclusion and must provide documentation outlined in the Scope of Work.

In the event the Partner fails to meet the minimum attendance requirement for a cohort, workshop or networking event as outlined in the Scope of Work, Veterans Florida may withhold 20% of the total cohort, workshop or networking fee. Participants that do not attend 70% of a cohort are not included in the minimum attendance. The financial consequence for cohorts may be applied to the final payment.

Additionally, Veterans Florida may impose a similar financial consequence of 20% for any declared/contracted cohort that fails to host the minimum number of modules in-person, such as moving from in-person to hybrid instructional format or hybrid to local virtual. The financial consequence for cohorts may be applied to the final payment.

All invoices will be paid via check, credit card, or electronic funds transfer (ACH) within thirty (30) days upon receipt of invoice and proper reporting documentation outlined in the Scope of Work. Partners electing payment via check will be responsible for any stop payment fees should payment fail to deliver via USPS. Partners may provide a UPS account number for receipt of check via UPS Ground. Failure to provide invoice and reporting as indicated will delay payment processing.

8. Evaluation Criteria

Veterans Florida is committed to fairness, objectivity, and impartiality. Veterans Florida will assess proposals in the following areas for completeness and viability:

Criteria
Authorization Letter & Executive Summary
Organization Information and Overview
Organization Experience
Organization Capabilities
Prior Administration of Program, if applicable, as determined by Veterans Florida Staff

9. RFQ Terms

Veterans Florida may adjust the specifications of this RFQ throughout the process. This RFQ does not constitute an offer by Veterans Florida to agreement, but rather represents a

definition of the specific services being sought and invites entities to submit proposals. Issuance of this RFQ, the preparation and submission of proposals and the subsequent receipt and evaluation of any such proposals by Veterans Florida does not commit Veterans Florida to award an agreement to any entity. Entities, by submitting a proposal, agree that any cost incurred by it in responding to this RFQ or participating in the RFQ process, is to be borne solely by the Entity. Veterans Florida shall incur no obligations or liability whatsoever to anyone by reason of the issuance of this RFQ or the actions of anyone relative thereto. Only the execution of a written agreement with an entity related to one or more services described herein will obligate Veterans Florida and then only in accordance with the terms and conditions contained in such agreement.

No action or communication of Veterans Florida other than the execution of a written agreement shall constitute acceptance of such offer, and even then, shall legally obligate Veterans Florida only in accordance with the terms and conditions contained in the written agreement.

Veterans Florida adheres to Chapter 119, F.S., and those portions of Chapter 286, F.S., relating to public meetings and records, and may only withhold and keep confidential those records in its possession that are made confidential or exempt from disclosure by Florida law. The entity shall fully cooperate with Veterans Florida regarding its efforts to comply with the requirements of Florida's public records laws. In the event of a dispute concerning the disclosure of a document in Veterans Florida's possession that entity asserts is confidential under Florida law, the entity shall be responsible for taking the appropriate legal action and agrees to fully defend, hold harmless and indemnify Veterans Florida in connection with any legal proceeding and/or disclosure. All communications and any other information concerning this RFQ provided to Veterans Florida may be made public at any point in time unless otherwise made confidential by Florida law.