



VETERANS FLORIDA

FY 2024-25 Veterans Florida Entrepreneurship
Program RFQ Webinar
July 19, 2024

Agenda

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- Program Goals
- Overview & Scope of Work
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Veterans Florida Team

Joe Marino, Executive Director

Heather Collins, Director of Administration

Joe Follick, Communications and Marketing Director

Derrick Fraser, Veterans Employment and Training Services Manager*

Sheila Helton, Grants Manager*

Elena Steinbach, Communications and Marketing Coordinator

Reggie Warner, Veterans Employment and Training Services Specialist

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Procurement Method

Request for Qualifications (RFQ):

- Scope of Work is clearly defined
- Fees are clearly outlined
- Proposals may include one or all services included in the Program

Procurement Officer:

Heather Collins, Director of Administration

itn@veteransflorida.org

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Program Goals

Veterans Florida works with nonprofits/universities and other organizations to provide veteran entrepreneurs the opportunity to:

- Determine validity or marketability of their for-profit business idea or startup.
- Gain the skills and confidence to become successful business owners or grow their business.
- Satisfy their needs where they are in their entrepreneurial journey.
- Access to mentors.
- Access to additional resources.

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Program Overview

Comprehensive suite of training/education options designed to enhance entrepreneurial skills of veterans/service members in Florida and meet their needs regardless of where they are in the entrepreneurial journey.

Program Components:

- Cohorts: Business Model Canvas; Getting Started; and Growth
 - Instruction to assist with vetting business ideas at the startup level or assisting with growth opportunities.
- Workshops
 - Subject matter experts and topics to assist business owners.
- Networking
 - Veterans building a sense of community and expanding professionally.

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Program Overview

Training	Audience	Description	Price (In Person/Virtual*)
Business Model Canvas Cohort	10 to 15	10 2-hour modules; customer discovery, unique value proposition, etc., businesses in Idea or Startup phase	\$25,000 / \$16,500
Getting Started Cohort new	10 to 15	6 2-hour modules; registering business, marketing, accounting, funding, franchising/acquisition, etc.	\$15,000 / \$10,000
Growth Cohort	6 to 8	6 2-hour modules; growth, expansion, businesses with employees/revenue	\$15,000 / \$10,000
Workshop	10 +	4 or more 2-hour modules; any general business topic	\$1,500 / \$1,000
Networking	10 +	4 or more 2-hour modules	\$750 / N/A

*Virtual is defined as online participation only, using Zoom, Teams, Google Meet or similar software.

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Facilitated Business Model Canvas Program

Business Model Canvas program based on Business Model Canvas, Lean Canvas or similar derivation to test an entrepreneur's risk and assumptions of their idea or business.

Participation: Minimum attendance 10 veterans

Training Modules: 10

Training Module Length: 2-3 hours of instruction

Business Stage: Idea, Idea to Startup, Startup, post Startup (if necessary)

Partners are encouraged to work with guest speakers, include mentorship opportunities, and expose veterans to local resources.

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Objectives of Business Model Canvas Program

Objectives include:

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

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Facilitated Getting Started Program

Getting Started program designed to provide workshop-style topics to include subject matter experts and 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.

Participation: Minimum attendance 10 veterans

Training Modules: 6

Training Module Length: 2-3 hours of instruction

Business Stage: Idea, Idea to Startup, Startup, post Startup

Partners are encouraged to work with guest speakers, include mentorship opportunities, and expose veterans to local resources.

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Objectives of Facilitated Getting Started Program

Objectives include:

- Participants attend, learn important topics, and network with other local veteran and spouse entrepreneurs.

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Facilitated Growth Program

Growth program designed to provide participants plans to grow and expand their business. Participants may or may not have employees and should be generating revenue.

Participation: Minimum attendance 6 veterans

Training Modules: 6

Training Module Length: 2-3 hours of instruction

Business Stage: Growth, Maturity, Exit

Partners are encouraged to work with guest speakers, include mentorship opportunities, and expose veterans to local resources.

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Objectives of Facilitated Growth Program

Objectives include:

- Participants completing and producing a Canvas.
- Participants individually determining if their business:
 - Is or is not validated and marketable.
 - Is or is not scalable or expandable.
- Partner determining on each of the participants':
 - Viability and marketability.
 - Scalability or expandability.

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Cohort Participants

Partners are responsible for vetting cohort participants. Participants should meet the following criteria*:

- A Florida resident.
- 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.

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Cohort Participants

- 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.
- Business Model Canvas and Getting Started only: An entrepreneur with an idea, startup business, or established business and a need to test their risks and assumptions for a new product or service.
- Growth only: Registered business entity or incorporated with the State of Florida on Sunbiz and the Internal Revenue Service (IRS).

*Any deviations must be approved by Veterans Florida.

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Cohort Reporting

Partners are responsible for collecting and sharing the following information:

- Veteran program application, if applicable;
- Veteran name, address, email and phone number;
- Veteran verification documentation;
- Business name, federal tax identification number, number of employees, capital invested, and revenue generated;
- Veteran biography;
- Total number of participants with detailed attendance records;
- Pitch competition (if any) participation, seed funding raised, and list of participants receiving funding (include amount);
- Results of participant survey, if any;
- Documentation of the Objectives. Includes completed canvas, if appropriate.

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Cohort Reporting Continued

- Documentation of marketing efforts to secure participation. Documentation may include, but not limited to: screenshots of social media 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.

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Status Reporting

Partners are responsible for reporting the following:

- Any updates to future meetings or events, such as location, time or dates;
- 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 veteran participant (past or present);
- Media coverage secured; and
- Local resources identified to the veteran.

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Workshops

Workshops structured and conducted by Partners should include subject matter experts and topics such as legal structures, stakeholders, launching, marketing, acquisitions, or other issues that business owners frequently face. Workshops should be treated as stand alone events and not as an extension to the cohort education materials. Workshops should be open to all interested veteran entrepreneurs.

Participation: Minimum attendance 10 veterans*

Training Module Length: 2-3 hours of instruction

Business Stage: Any

*Attendance may not include the speaker(s), Partner staff/leadership, or Veterans Florida staff in the attendance count to reach minimum attendance. Veterans Florida allows for veteran self identification for workshop attendance.

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Networking

Networking events provide veterans interested in entrepreneurship the ability to learn about Veterans Florida Entrepreneurship Program opportunities, network with peers, and connect with resources or information to assist them on their entrepreneurial journey. Events can incorporate local resources, subject matter experts, and other veteran owned businesses.

Participation: Minimum attendance 10 veterans*

Training Module Length: 2-3 hours

Business Stage: Any

*Attendance may not include the speaker(s), Partner staff/leadership, or Veterans Florida staff in the attendance count to reach minimum attendance. Veterans Florida allows for veteran self identification for workshop attendance.

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Marketing

Marketing efforts for Program offerings and services available to participants must be co-branded and include the Veterans Florida logo in accordance with the Brand Guideline attached in the RFQ.

- Full color logo:



- Partners must tag Veterans Florida when promoting the Program or its elements by posting content on social media platforms.
- The “Veterans Florida Entrepreneurship Program” should always be written out completely and never abbreviated.

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Veterans Florida Expo 2025

The two-day event is the best opportunity in Florida to:

- Attract Florida’s top veteran entrepreneurs for a “pitch competition.”
- Connect veterans and transitioning service members to career opportunities in Florida that fit their unique capabilities.
- Share advice and support from the state’s leading business experts.
- Introduce great opportunities at a career fair with veterans and veteran-friendly businesses and partners.

When: June 2025

Where: TBA

Selected Partners offering cohort training(s) will be expected to attend and participate in Expo.

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Payment Terms

- Pricing is outlined in the RFQ as fixed fee format for services.
- Cohort providers may invoice 50% upon start of cohort with the balance due at the completion of the cohort.
- Workshops and Networking events are invoiced upon completion.
- All program components have minimum attendance requirements and failure to meet those minimums may result in a financial consequence.
- Instruction modules for in-person cohorts that offer less than 70% of the modules in-person may result in a financial consequence.
- Invoices will be paid via check or electronic funds transfer within 30 days, provided that invoice and reporting documentation are provided timely.

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Evaluation Criteria

Proposals will be assessed on the following criteria:

Criteria	Weight
Capabilities, Capacity, Data Collection, and Reporting	Heavy
Experience and Entrepreneurship Community Connectivity	Moderate
Recruitment Plan	Heavy
Overall Program Promotion/Marketing Plan	Moderate
Prior Implementation of Program, if applicable	Heavy

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Timeline

Activity	Dates
RFQ Issued	Tuesday, July 16, 2024
Webinar	Friday, July 19, 2024 at 11AM ET
Questions Due	Monday, July 29, 2024 at 5PM ET
Veterans Florida Question Response Deadline	Friday, August 2, 2024 by 5PM ET
Proposal Deadline*	August 19, 2024 at 5PM ET

*Proposals will not be accepted after the close of business on August 19, 2024. Should any funds remain after the award notification (by August 30, 2024), Veterans Florida may negotiate agreements for services directly with potential partners.

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Proposal Submission

Proposals:

- Submit electronically as one (1) PDF document to itn@veteransflorida.org
- No more than 10 pages (does not include letters of support)
- Include all requested information
- Identify if cohort or workshop will be hosted **in-person** or **virtual**

Note: Previous Partners should submit a proposal containing all requested information outlined in the RFQ.

Proposal Deadline: August 19, 2024 at 5PM ET

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Questions

- Questions must be submitted in writing via email to itn@veteransflorida.org on or before July 29, 2024.
- Questions and responses will be posted on veteransflorida.org/about/submit-a-proposal/ on or before August 2, 2024 by 5PM ET.

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Contact Us

Heather Collins, Director of Administration

itn@veteransflorida.org

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Webinar Questions

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Copy of recorded webinar will be posted on veteransflorida.org/about/submit-a-proposal/ on or before July 23, 2024.