



Recommended Quarterly Program Activities

The entrepreneurial pathway involves unique challenges and opportunities, whether one is just beginning to explore entrepreneurship or is already in the early stages of launching a business. This mentorship framework aims to support Veterans and Active-Duty Military Spouses through their unique entrepreneurial journeys. Like the corporate pathway, it is crucial that Mentors and Protégés develop a comprehensive action plan at the outset and regularly revisit goals and progress.

QUARTER 1: VISION AND BUSINESS PLANNING

Self-Assessment: Assist Protégés in evaluating their interest in and readiness for entrepreneurship. Discuss their motivations, skills, and experiences to determine if entrepreneurship aligns with their personal and professional goals.

Idea Generation: For those leaning towards entrepreneurship, help in brainstorming and refining business ideas. Use tools such as the Business Model Canvas or free [Business Planning Templates](#) to outline the business concept, target market, value proposition, revenue model and initial strategy.

Preliminary Research: Guide Protégés in conducting preliminary market research to explore the viability of their business ideas. This includes identifying potential market needs, initial competitors and target customer segments.

QUARTER 2: BUSINESS DEVELOPMENT AND NETWORKING

Business Development: Assist Protégés in developing their business infrastructure. This may involve them setting up legal structures, creating a marketing plan, or establishing an online presence. Focus on critical business skills such as budgeting, financial planning and operations.

Networking Enrichment: Introduce Protégés to relevant contacts in your network who can provide advice or opportunities. Encourage them to join and participate in the [ACP Village](#).

Feedback and Adjustment: Review the progress made on the business plan. Provide constructive feedback and help Protégés adjust their strategies based on new information or feedback received.

QUARTER 3: JOB PREPARATION AND CAREER DEVELOPMENT

Growth Strategy: Focus on strategies for scaling the business. Discuss topics such as customer acquisition, sales strategies and scaling operations. Consider using case studies or examples of successful startups to illustrate key points. You can utilize the resources below. More case study resources can also be found in the [Village Resource Library](#).

[3 Inspiring Stories of Successful Startups](#)
[Entrepreneurship Case Study: Checkr](#)
[Entrepreneurship Case Study: Managed By Q](#)

Skill Enhancement: Help Protégés develop critical entrepreneurial skills such as negotiation, leadership and effective communication. Provide resources or suggest training programs to strengthen these skills.

Funding and Resources: Assist Protégés in exploring funding options, including grants, loans or venture capital. Provide guidance on preparing pitches or proposals if needed.

QUARTER 4: REVIEW, NETWORKING, AND FUTURE PLANNING

Program Review: Revisit the business plan and initial goals. Assess progress, celebrate achievements and identify any remaining challenges. Adjust the business strategy as necessary.

Future Planning: Discuss long-term goals and strategies for continued growth and development. Explore opportunities for further mentorship, professional development or business scaling.