



## **We Will Find A Path, or Make One and Leave a Trail!**

### MISSION STATEMENT

To empower military veterans and their families to obtain the money necessary to create their own small business startup, purchase a franchise opportunity, or fund existing businesses. Veterans have the capability to create their own jobs and become force-multipliers for their families, companies, and communities.

VetLaunch is a method in which veterans can discover new franchise opportunities, collaborate with potential business partners or mentors, and present their ideas to investors. The current economy is forcing veterans to think outside the box, adapt, and overcome un-employment as they have over come numerous obstacles in the military.

### JOB CREATION

VetLaunch is a crowd-funding site built by veterans for the veteran community. Crowd-funding is a new method in which you can raise money through the collective effort of individuals that pool their resources to fund your project. Projects will be initially screened and vetted for appropriate content, fund-raising goal, and fund-raising duration.

VetLaunch will allow you to market your small business or project nationwide to investors and the veteran support community. This unique crowd-funding site tracks the progress of your campaign and allows you to keep any amount of money raised through the site.

### TYPES OF CAMPAIGNS

Start-Up Capital – veterans can raise money to start-up a new business and create jobs.

One-Time Projects – many disabled veterans need one-time assistance for less than \$10,000

Franchise Fundraising – franchises provide a great blueprint for transitioning service-members

Charity Donations – donations to veteran’s specific charities can be increased through VetLaunch

*During my last deployment to Afghanistan I managed operations and strategic relationships with our NATO allies in the local battle-space. In order for the 125 Marines and supporting staff that worked for me to be successful, I had to coordinate and effectively communicate with French, Danish, Australian, Italian, and Canadian officers. This experience boosted my confidence in collaborating with my counterparts and sharpened my presentation skills. Upon return from this tour, I subsequently separated from active duty and realized that I wanted to be an entrepreneur. I have quickly gained customers and sales revenue with my franchise. I attribute this success to the foundation of skills I learned in the military. –*

*Capt. Matthew Faas, Infantry Officer, USMC*