

MILITARY TO ENTREPRENEURSHIP CERTIFICATE

Program Description

Have a great idea for a startup but don't know where to begin?

This certificate program is designed to give military service members the skills needed to evaluate the viability of business concepts and markets, navigate the pitching process, and ultimately gain an understanding of how to receive and invest from a variety of sources. This program will cover investments from equity investors, angel investors, venture capitalists, crowdfunding, economic development centers, and grants.

Veterans and active service members bring resourcefulness, strategic decision making, and mission-focused leadership to entrepreneurship; these skills are invaluable for identifying opportunities, overcoming challenges, and building resilient businesses in fast-changing environments.

In this certificate program, you will discover how to find the right match for your opportunity or investment style as well as what goes into delivering and assessing a successful business pitch. You will also explore how to protect your interests as the company is being structured, how to assign a fair valuation to the opportunity, and how to perform due diligence as the financing process moves from investor interest to actually closing the deal. Finally, you will examine the strategies for keeping entrepreneur/investor relations alive and healthy long after the deal has closed.

Beyond building entrepreneurial expertise, this program fosters collaboration by bringing together veterans and professionals from diverse industries, allowing you to expand your network, share perspectives, and build relationships with others who share your career aspirations.

This program includes a year of free access to Symposium! These events feature several days of live, highly participatory virtual Zoom sessions with Cornell faculty and experts to explore the most pressing leadership topics. Symposium events are held several times throughout the year. Once enrolled in your program, you will receive information about upcoming events.

Throughout the year, you may participate in as many sessions as you wish. Attending Symposium sessions is not required to successfully complete the certificate program.

Key Takeaways

- Cultivate an entrepreneurial mindset when approaching new business opportunities within an existing firm
- Apply a strategic framework to a business opportunity using the Business Model Canvas
- Develop a pitch from an entrepreneur perspective that anticipates and convincingly addresses investor questions and differentiates the investment opportunity
- Analyze and interpret financial data to inform business strategies

What You'll Earn

- Military to Entrepreneurship in Project Management Certificate from Cornell Center for Regional Economic Advancement
- 42 to 72 Professional Development Hours (4.2 to 7.2 CEUs)

Who Should Enroll

- Service members transitioning, or veterans who have previously separated or retired, from any military branch

Courses

Code	Title	Hours
eCornell CTECH30	Creating Advantage Through Entrepreneurial Thinking	0
eCornell CREA501	Assessing Startup Viability and Funding Options	0
eCornell CREA502	Pitching Your Business Opportunity	0
eCornell DYS551	Finance and Accounting Principles	0
Elective Courses (2 Courses)		
eCornell DYS55	Managing Organizations	
eCornell JCB593	Targeting and Positioning	
eCornell JCB41	Brand Positioning	
eCornell JCB415	Brand Activation	
eCornell JCB59	Setting Up Distribution Channels	
eCornell JCB596	Establishing Effective Pricing	
eCornell CEPL5	Leading Project Teams	
eCornell CAS523	Campaign Design and Ideation	
eCornell JCB41	Brand Strategy	
eCornell ILRME502	Managing Team Performance	
eCornell SHA57	Understanding and Visualizing Data	
eCornell SHA572	Implementing Scientific Decision Making	
eCornell LSM4C	Making a Convincing Case for Your Solution	
eCornell LSM52	Essentials of Marketing Strategy	
eCornell LSM4C	Problem-Solving Using Evidence and Critical Thinking	
eCornell CIPA52	Framing Complex Problems with Systems Thinking	
eCornell LSM58	Leading Strategic Change Initiatives	