



Prince's Operation Entrepreneur: Helping transitioning military members succeed as entrepreneurs



This unique national, bilingual program of Prince's Charities Canada (the official Canadian charitable office of HRH The Prince of Wales) provides the men and women who have served our country with the education, mentoring, financing and tools they need to start up and run a successful business.

Developed to address a gap in entrepreneurship resources for transitioning military, Prince's Operation Entrepreneur (POE) is the only program of its kind in Canada, filling a much-needed void in the employment landscape of transitioning military members.

Entrepreneurship provides an attractive option for many leaving the military to build on the skills they developed in service and focus on a new mission, their own success. The program helps them to build confidence, develop networks and get the support they need to launch a successful business.

Founding Partners



Sponsors

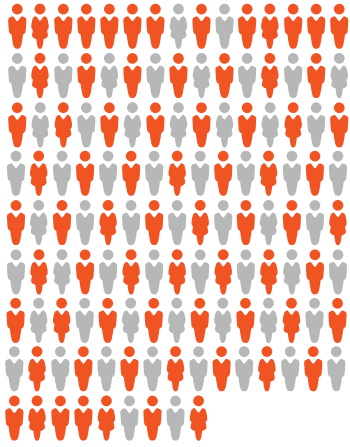


Supporters



A Program of Prince's Charities Canada

Program Graduates



As of September 1, 2015

Prince's Operation Entrepreneur includes:

One-day workshops

- An introduction to entrepreneurship and the transferability of military skills into civilian life
- Seventeen workshops offered across Canada in 2015

Seven-day entrepreneurial boot camps

- Intensive, week-long residential program that takes participants from initial concept to completed business plan delivered by top business school professors
- Innovative student mentoring helps translate classroom learning to practical actions
- Delivered at four locations across Canada (Quebec, Newfoundland, Nova Scotia and Saskatchewan) in both official languages. A fifth location (Queen's University in Kingston, Ontario) is being added in 2016.

Mentoring and Financing

- Entrepreneurs-in-Residence to guide participants
- Up to two years of business mentoring in participants' home communities
- Up to \$45,000 in financing available

POE by the numbers

	2012	2013	2014	2015	TOTAL TO DATE	PLANNED FOR 2016
# of boot camps	1	3	3	4	11	5
# of graduates	19	51	59	81	210	100
# of one-day workshop attendees	0	187	216	313	716	350
% of target audience of 500 reached	4%	48%	55%	79%	46%	90%

Why is Prince's Operation Entrepreneur Important?

Annually, approximately 5,000 people who have bravely served our country leave the Canadian Armed Forces, make the transition to civilian life - and for many, to a second career. About 10 percent of those transitioning military personnel are suited to entrepreneurship.

Though other employment programs exist, none address the needs of military members who want to become business owners. We help transitioning personnel build confidence by understanding how their military skills can be transferred to business ownership. We help them to develop a viable business plan. We connect them with other entrepreneurs, experts and community members. Finally we assist them in financing their business ideas.



Who's in the program?

The program is tailored to recently transitioned or transitioning Canadian Armed Forces and Reserve members of any age who:

- Are within twelve months of voluntarily releasing
- Have been voluntarily released from the military within the last two years
- Have been or will be medically released (no time restrictions)

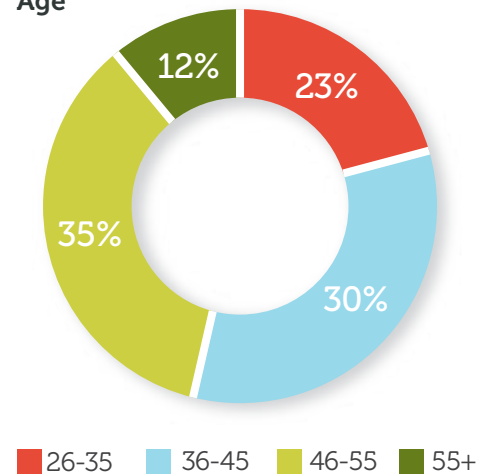
Medical Releases

Many transitioning personnel have mental health and/or physical challenges that make them unfit for military service. Post-Traumatic Stress Disorders (PTSD) and operational stress injuries (OSI) can come as a result of exposure to actual or threatened death, serious injury or sexual violation and cause clinically significant distress or impairment of the individual's social interaction and capacity to work.

In its design as a program for transitioning military, Prince's Operation Entrepreneur is part of the solution for this issue, assisting medically released personnel interested in starting a business move into a second career that is a good fit with their experience and abilities.

Program Totals

Age



9

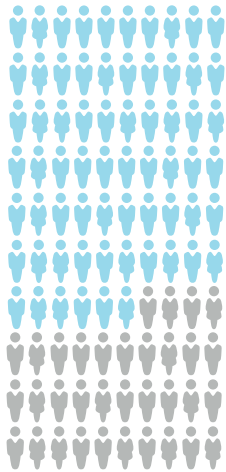
University and College Partnerships

337

Student Volunteers

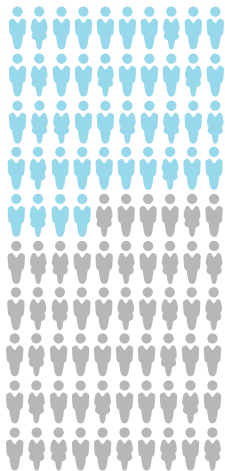
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Communities with program presence



68%

% of 2015 boot camp participants who have been medically released



34%

% of 2015 boot camp participants with PTSD or anxiety disorder

POE recognizes the particular needs of medically released participants:

- More than half of our boot camp participants have been medically released, and many suffer from Post Traumatic Stress Disorder (PTSD) and other occupational stress injuries.
- Program staff has been trained in Mental Health First Aid, and mental health awareness education is done with faculty and student volunteers
- Feedback indicates participation is empowering and confidence-building for those afflicted with PTSD

Prince's Operation Entrepreneur: Program Growth

We need to expand. And we need your help.

Prince's Operation Entrepreneur is the only program of its kind in Canada, filling a much-needed void in the employment landscape of transitioning military members.

We've used the learning from our three-year pilot to refine the program into what participants have called the "best crash course on entrepreneurship ever." Now, we need to expand it, to get it to the people who need it.

Future plans include expansion of the program to meet the growing demand in more geographic locations. We have recently developed a new website with an enhanced application and screening process. We are focused on improving the after-care component of the program, with resources including webinars to connect graduates with each other and the program. We also plan to pilot lower cost alternative learning models including online and to create a vibrant community of military entrepreneurs.

Benefits of Sponsorship

Your financial contribution will help Prince's Operation Entrepreneur assist more transitioning military personnel and create value in communities across Canada. The benefits of sponsorship include:

- Logo recognition on all promotional materials and activities including printed collateral, websites and social media
- Mention in all media communication and interview requests (past successes include Globe & Mail, National Post and CBC's The National)
- Invitations to high-profile events organized by Prince's Charities Canada
- Reporting on program successes
- Other benefits tailored to sponsoring company's business objectives

Current Leadership & Stakeholders

POE has the support of HRH The Prince of Wales, His Excellency The Governor General, The Prime Minister, the Chief of Defence Staff, the Department of National Defence and Veterans Affairs Canada.

Our Advisory Council, chaired by The Hon. Hilary Weston C.M., O. Ont., guides the program, and includes many senior serving, honorary and retired military officials.

Contact us today! For more information about our program and sponsorship opportunities, please contact Janet McCausland by email janet.mccausland@princescharities.ca or by phone 1-866-646-2922 x 3611.