ADD SOME BUSINESS TO YOUR IDEAS

STANFORD IGNITE – POST-9/11 VETERANS
WHAT IS STANFORD IGNITE?

INNOVATION AND ENTREPRENEURSHIP
4-WEEK FULL-TIME CERTIFICATE PROGRAM

• Teaches innovators and aspiring entrepreneurs to formulate, develop, and commercialize their ideas

STANFORD ACADEMIC EXPERIENCE

• Offered by Stanford Graduate School of Business (GSB)
• Taught by the same prominent faculty that teach in the Stanford MBA program
The Stanford Ignite – Post-9/11 Veterans program was aimed to take people who not only have amazing backgrounds but also have amazing potential. When you give these individuals the business skills and tools taught in Ignite, it not only opens up a new world for them but, given their innate motivation and drive, it also enables them to actually go out and create an impact.”

Yossi Feinberg
Stanford Ignite – Post-9/11 Veterans Director and Professor of Economics
WHO IS IGNITE – POST-9/11 VETERANS FOR?

• This full-time program is exclusively for U.S. post-9/11 veterans and uses the same curriculum as our global Stanford Ignite offerings.

• Military awards represented in Stanford Ignite – Post-9/11 Veterans (with or without Valor device)

  SILVER STAR
  BRONZE STAR
  PURPLE HEART
  DEFENSE MERITORIOUS SERVICE MEDAL
  MERITORIOUS SERVICE MEDAL

  AIR MEDAL
  JOINT SERVICE COMMENDATION MEDAL
  NAVY AND MARINE CORPS COMMENDATION MEDAL
  ARMY COMMENDATION MEDAL

• Branches of the military represented in Stanford Ignite – Post-9/11 Veterans

  US ARMY
  US NAVY

  US MARINE CORPS
  US AIR FORCE
WHAT DO IGNITERS LEARN?

RIGOROUS ACADEMIC INSTRUCTION
• Fundamental business skills: marketing, operations, strategy, accounting, finance, economics, and business models
• Advisory support from Stanford GSB professors

COLLABORATE AND DEVELOP PLANS
• Gain applied skills such as negotiation, teamwork, public speaking, feedback, and leadership
• Exchange ideas with a diverse set of peers
• Experience in-depth classes focused on entrepreneurship and design thinking

PRESENT THE TEAM VENTURE PROJECT
• New venture ideas or in-company innovations are voted on by participants
• Teams create business models and pitch to venture capitalists and business leaders
• Presenters gain real, constructive feedback from panel of business experts and venture capitalists

VISIT THE STANFORD – IGNITE POST-9/11 VETERANS PROGRAM PAGE AND WATCH OUR VIDEO TO LEARN MORE
SUMMARY OF PROGRAM BENEFITS

ACADEMIC
• Learn fundamental business skills to speak the language of business

PRACTICAL
• Develop the skills and critical thinking needed for turning an idea into a viable business or corporate strategy

PERSONAL
• Gain public speaking and presentation skills
• Strengthen the art of teamwork and collaboration
• Engage with Stanford GSB alumni as mentors, guest speakers, and panelists

PROFESSIONAL
• Join the Stanford Ignite and wider Stanford GSB networks
• Apply new skills towards starting a project or product line within an established company
• Gain tools and skills immediately applicable to current roles within established companies
• Get career advising and visit local Bay Area companies and sessions with hiring managers

APPLY NEW SKILLS AND LEARNINGS TOWARD STARTING A BUSINESS, OR WITHIN AN ESTABLISHED COMPANY
LYDIA DAVEY
CEO, Moriah Creatives PR
Military Branch: U.S. Marine Corps

THE INSPIRATION FOR IGNITE
Stanford Ignite was attractive to me for several reasons. First, I looked forward to learning directly from professors and mentors whose books I have read and work I have admired for years. The idea of an intensive course that curated the information and learning opportunities most relevant to my success as an entrepreneur was exciting. Second, I wanted to hone my hard and soft skills in areas ranging from design thinking to finance and operations. Finally, I wanted to expand my network of veteran entrepreneurs.

THE BENEFITS
I walked away from Stanford Ignite with a better understanding of design thinking, game theory, and storytelling, and a practical set of tools for pitching clients and investors. I also gained valuable knowledge about finance, operations, and leadership. Importantly, I acquired a powerful network of mentors and veteran entrepreneurs. Our cohort is already collaborating to help fund one classmate’s startup.

POST IGNITE
I’m continuing my work as CEO of Moriah Creatives PR, where we use story to drive sales and leads for technology startups.

One of the most valuable sessions for me was Professor Maggie Neale’s course on negotiation. She challenged us to think aspirationally, look at our current situation as a safety net instead of a standard of acceptability, and not to assume an adversarial negotiation.”

- Lydia Davey
CEO, Moriah Creatives PR
THE ENTREPRENEURIAL IDEA
When Nick grew a beard to show support for one of his close friends who had been killed in Afghanistan, he didn’t realize how much it would itch. His search for a solution led to his idea to start a company that makes beard care and skincare products just for men. He founded his company, Stubble & ‘Stache, and started selling products in 2013. He hasn’t looked back since.

WHAT HE LEARNED IN IGNITE
A lot of people have ideas, even good ones. But to take an idea to market successfully, you need to put together a good plan and understand what it is you’re trying to achieve. At the same time, you have to be willing to adjust and tweak your plan in order to move forward. Stanford Ignite gave me the foundational business skills I needed to formulate my plan, and also the support and feedback I needed from fellow entrepreneurs who helped me refine my plan and make it stronger. I also learned about the value of listening to your customers, both current and potential customers. I will see a guy on the street with a beard and walk up to him and ask about his grooming routine! Sometimes the best ideas come just from talking with people.

ADVICE FOR OTHER ENTREPRENEURS
Nick encourages entrepreneurs to reach out and ask for help. Other entrepreneurs are typically very supportive of each other and willing to help you succeed. “You can’t really do anything of value all by yourself”, he says.
EXPERIENCE LIFE ON CAMPUS

• Participants will stay in Stanford GSB residences and experience the full on-campus, GSB academic experience
• Residence halls are a quick walk to the beautiful Knight Management Center, where the majority of the classes take place
• Study rooms will be made available to facilitate team project sessions
• Interact with participants from other GSB summer programs
• Live and learn in the heart of Silicon Valley
• During weekends, there will be time for social activities and excursions encouraging the development of strong peer relationships among Stanford Ignite participants
“This program was transformative. I have already applied so much of what I learned at Stanford to streamline our operations here in Kenya, equipping more farmers to leave extreme poverty, forever.”
Alex Martin, Stanford Ignite – Post-9/11 Veterans 2014

“The most important thing I took away was the impression that being an entrepreneur is totally within my reach. It’s a hard climb, a risky climb even, but Ignite gave me new tools, and new ways of applying those tools that are already paying off, already driving performance in my new venture.”
Dave Cooper, Stanford Ignite – Post-9/11 Veterans 2014

“Stanford Ignite was a life-altering experience. It gave me the confidence to challenge the world of entrepreneurship and startups. Anyone considering being a change agent for the world must attend Stanford Ignite.”
Stephiney Xie, Stanford Ignite – Post-9/11 Veterans 2015
PROGRAM DETAILS AND APPLICATION PROCESS

SELECTIVE PROGRAM
Cohort size is capped at 30–40 for meaningful group interaction.

APPLICATION DEADLINE
March 2, 2017

INTERVIEWS
Group interviews held via videoconference

PROGRAM DATES
Only once per year: next time is June 25 - July 20, 2017

DEMANDING FULL-TIME SCHEDULE
Class sessions are Monday through Friday over four consecutive weeks.

COST: $2,000
Stanford Ignite – Post-9/11 Veterans is subsidized by the generous donations of dedicated Stanford GSB alumni.

COMPLETION
A certificate is awarded, subject to attendance standards and completion of program milestones; no grades or academic credit hours.

APPLICATIONS AVAILABLE AT WWW.STANFORDIGNITEVETERANS.COM
STANFORD IGNITE – POST-9/11 VETERANS:
APPLICATION PROCESS

REQUIREMENTS FOR A COMPLETE APPLICATION:
• Online application, including resume and short essays
• Two online letters of recommendations, submitted through our application portal – choose references who can speak to innovation skills and entrepreneurial or intrapreneurial aspirations and ambitions.

ELIGIBILITY:
• U.S. post-9/11 veterans are eligible to apply.
• If you have an MBA, graduate degree in management, and/or extensive managerial training, you are not eligible to apply.

ANY QUESTIONS?
• Email Assistant Director, Bryan Hiraki at bzhiraki@stanford.edu

APPLICATIONS AVAILABLE AT WWW.STANFORDIGNITEVETERANS.COM
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STANFORD BUSINESS

GRADUATE SCHOOL OF Ignite

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