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
FACULTY DIRECTOR
STANFORD IGNITE – POST-9/11 VETERANS:
Professor Yossi Feinberg

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)

<table>
<thead>
<tr>
<th>Award</th>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>SILVER STAR</td>
<td>AIR MEDAL</td>
</tr>
<tr>
<td>BRONZE STAR</td>
<td>JOINT SERVICE COMMENDATION MEDAL</td>
</tr>
<tr>
<td>PURPLE HEART</td>
<td>NAVY AND MARINE CORPS COMMENDATION MEDAL</td>
</tr>
<tr>
<td>DEFENSE MERITORIOUS SERVICE MEDAL</td>
<td>ARMY COMMENDATION MEDAL</td>
</tr>
<tr>
<td>MERITORIOUS SERVICE MEDAL</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Branch</th>
</tr>
</thead>
<tbody>
<tr>
<td>US ARMY</td>
</tr>
<tr>
<td>US NAVY</td>
</tr>
<tr>
<td>US MARINE CORPS</td>
</tr>
<tr>
<td>US AIR FORCE</td>
</tr>
<tr>
<td>US COAST GUARD</td>
</tr>
</tbody>
</table>
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 Bay Area companies

APPLY NEW SKILLS 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.

I didn’t appreciate how lonely it would be to have a single-founder startup. It’s like solitary confinement. It is very important to have a network of people you can reach out to who understand what you’re going through.”

- Nick Karnaze
  Founder of Stubble & ‘Stache
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 opportunity and experience is unlike any other that exists. This is a world-class entrepreneurship model in an academic program for just veterans. There aren’t words to articulate the value of this program, not just to those of us here but to all of those in the future who will be touched by the ripple effect of this group of inspiring men and women."
Genevieve Chase
Stanford Ignite – Post-9/11 Veterans 2017

"Ignite is an exceptional program that provides a toolkit for success in the business and entrepreneurial worlds. The people in the program alongside you will be a key piece of your future network, and the opportunity to make connections within the wider Stanford community is priceless."
Arliegh William Dean
Stanford Ignite – Post-9/11 Veterans 2017

"There is no transition program out there like it! Stanford Ignite teaches the veteran community how their skill set can be translated into the private sector, what our strengths and weaknesses are, and how to be productive team members in our next ventures."
Maggie Ward
Stanford Ignite – Post-9/11 Veterans 2017
PROGRAM DETAILS AND APPLICATION PROCESS

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

APPLICATION DEADLINE
March 1, 2018

INTERVIEWS
Online video interviews conducted in late March 2018

PROGRAM DATES
Only once per year: next time is June 24 - July 18, 2018

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 Associate Director, Bryan Hiraki at bzhiraki@stanford.edu

APPLICATIONS AVAILABLE AT WWW.STANFORDIGNITEVETERANS.COM
change Lives. change organizations. change the world.

WWW.STANFORDIGNITEVETERANS.COM