



***5 Years Driving Growth***

**CASE FOR SUPPORT**

*— Building Tomorrow —*

# TABLE OF CONTENTS

<b>Executive Summary</b> .....	<b>3</b>
<b>Mission Statement</b> .....	<b>3</b>
<b>Core Values</b> .....	<b>4</b>
<b>2024 Impact</b> .....	<b>5</b>
<b>The Challenge</b> .....	<b>6</b>
<b>The Solution</b> .....	<b>7</b>
<b>The Opportunity</b> .....	<b>11</b>
<b>Leadership</b> .....	<b>12</b>
<b>Board of Directors</b> .....	<b>13</b>
<b>Honorary Committee</b> .....	<b>13</b>
<b>Contact</b> .....	<b>14</b>



# Executive Summary

The National Veteran Small Business Coalition Education Foundation (NVSBC-EF) stands at a pivotal moment in its mission to transform Veteran entrepreneurship in America. At a time when many service-disabled and veteran owned small businesses are under threat by the upending of traditional procurement processes and priorities, NSVBC stands at the ready to provide holistic support. With five years of proven success and measurable impact, we are launching an ambitious campaign to ensure the continuation of our extensive programmatic opportunities and direct advocacy to enable the success of veteran owned businesses in an ever-changing federal marketplace.

## Mission Statement

Empower Veteran-owned Small Businesses in the Federal Contracting ecosystem to success by providing training, engagement and advocacy at all stages of a company's lifecycle.

# Core Values

## **S**UPPORT AND EMPOWERMENT

NVSBC-EF stands as the cornerstone of Veteran entrepreneurial success in federal contracting. We provide comprehensive resources, tools, and support systems that enable Veteran business owners to navigate, compete, and thrive in the federal marketplace. Our commitment goes beyond basic assistance – we create pathways to sustainable success through targeted education, mentorship, and advocacy.

## **E**THICS AND INTEGRITY

Our foundation operates with unwavering commitment to the highest standards of ethical conduct and fairness. Just as our Veterans served with honor, we serve them with the same dedication to integrity in all our programs, partnerships, and advocacy efforts. This commitment to ethical excellence has earned us the trust of both the Veteran business community and federal agencies.

## **R**ESPECT AND INCLUSION

We recognize and celebrate the diverse experiences and perspectives within the Veteran business community. Our programs are designed to be accessible and beneficial to all Veteran entrepreneurs, with special attention to traditionally underserved populations including women Veterans, disabled Veterans, and minority Veteran business owners.

## **V**ETERAN ADVOCACY

As dedicated advocates for the Veteran business community, we actively gather insights from the field and serve as knowledge brokers between Veteran entrepreneurs and policymakers. Our deep understanding of both Veteran needs and federal procurement enables us to effectively advocate for policies that expand opportunities and remove barriers for Veteran-owned businesses. Through strategic policy initiatives and relationship building, we work to ensure Veteran entrepreneurs have a strong voice in shaping the federal procurement landscape.

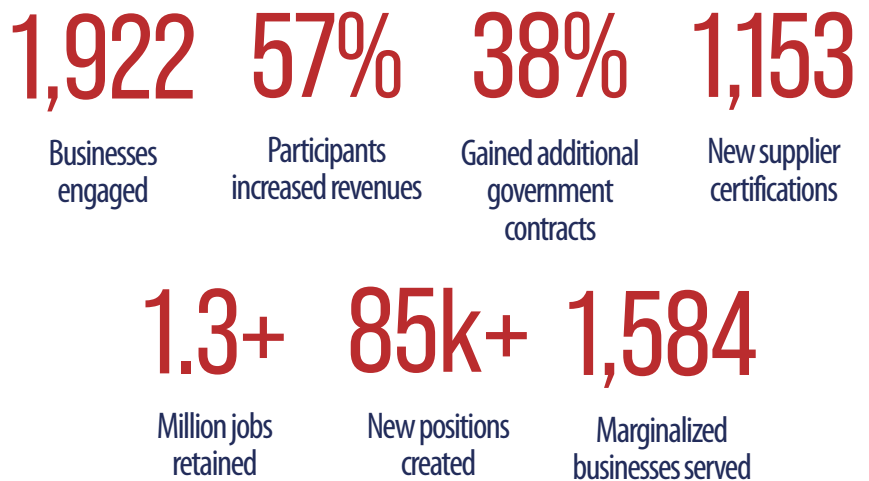
## **E**NGAGEMENT AND COLLABORATION

We believe in the power of partnership and community. By fostering collaboration among partners, stakeholders, and community members, we create a robust ecosystem that supports Veteran business success. Our extensive network connects Veteran entrepreneurs with mentors, partners, and opportunities, while facilitating knowledge sharing and mutual support. Through these collaborative relationships, we multiply our impact and create sustainable pathways for growth in the federal marketplace.

# 2024 Impact

## NVSBC Snapshot

In 2024 alone, NVSBC-EF has achieved:



### ADVOCACY, COLLABORATION AND SUCCESS

As knowledge brokers and policy advocates, we leverage our deep understanding of both Veteran needs and federal contracting to influence positive change. Our advocacy efforts have already yielded significant results, including the recent increase in SDVOSB set-aside goals from 3% to 5%. Through strategic collaborations with federal agencies, prime contractors, and industry partners, we create a powerful network that supports Veteran business success.

As we navigate the current changing landscape of government contracts, we will continue to tirelessly advocate on behalf of service-disabled and veteran owned small businesses to ensure that they are prioritized with continued opportunities for success across all governmental sectors.

### VISION FOR THE FUTURE

NVSBC-EF envisions an America where Veteran-owned and Service-disabled businesses are integral partners in federal contracting and principal contributors to a strong national industrial base. We see a future where:

- Veteran entrepreneurs lead innovation in federal contracting
- Veteran-owned and Service-disabled businesses create sustainable employment opportunities
- A robust network of Veteran businesses strengthens our national security
- Veteran entrepreneurship drives economic growth across all communities
- Federal agencies actively seek Veteran-owned businesses as preferred partners

# The Challenge

Those who have served our nation face significant hurdles when transitioning to business ownership, and even greater obstacles when attempting to navigate the complex business requirements and strategies of the federal marketplace. Additionally,

- 42% of veteran business owners report difficulties with access to capital to launch and grow their enterprises,
- Only 3.5% of federal contracting dollars reach veteran owned businesses,
- Of those competing for \$150 billion in contracts to small businesses, only 15% are women-owned and 5.1% are black-owned.

Furthermore, in today's landscape service-disabled and veteran owned small business are facing unprecedented challenges as federal contracting and subcontracting opportunities are eliminated under shifting priorities.

These statistics underscore a pressing need for targeted support, mentorship, and advocacy to ensure our Veterans can successfully compete in the federal marketplace and build sustainable businesses that contribute to America's economic strength.

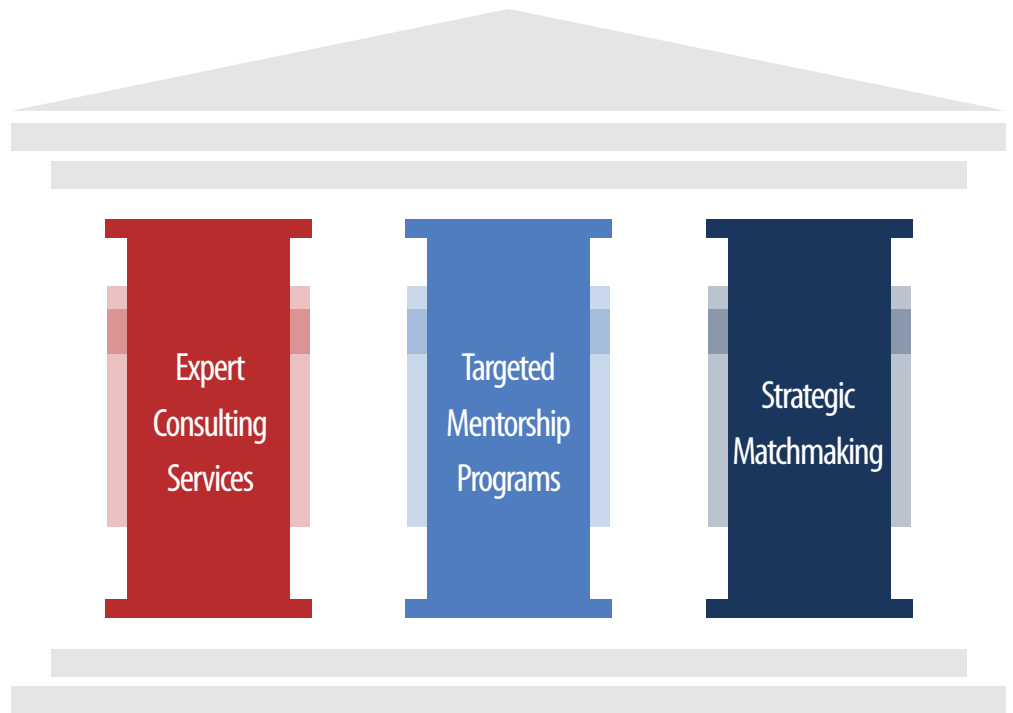
NVSBCE-EF stands ready to address these challenges through our comprehensive support programs and advocacy efforts.



# The Solution

## COMPREHENSIVE SUPPORT FOR VETERAN ENTREPRENEURS

NVSBC-EF delivers a powerful, three-pillar approach designed to transform Veteran-owned and Service-disabled businesses into successful federal contractors:



### 1. Expert Consulting Services

Our network of distinguished subject matter experts provides personalized guidance to Veteran entrepreneurs at every stage of growth:

#### Strategic Business Development

- One-on-one virtual consulting sessions with industry experts
- Customized action plans for federal market entry
- Specialized guidance on certification processes (VOSB, SDVOSB)
- Marketing and proposal development strategies
- Financial planning and capital access support

#### Operational Excellence

- Business operations optimization
- Contract compliance guidance
- Quality management systems development
- Risk management strategies

#### Growth Acceleration

- Market research and opportunity identification
- Capture management techniques
- Teaming and partnership strategies
- Pipeline development
- Scale-up planning

# The Solution

## COMPREHENSIVE SUPPORT FOR VETERAN ENTREPRENEURS

### 2. Targeted Mentorship Programs

Our comprehensive mentorship program pairs Veteran entrepreneurs with successful business leaders who understand federal contracting:

#### Structured Guidance

- Personalized matching with experienced Senior Fellows
- Regular one-on-one mentoring sessions
- Quarterly progress assessments
- Goal setting and accountability support

#### Knowledge Transfer

- Industry-specific best practices
- Federal acquisition regulations expertise
- Contract negotiation strategies
- Compliance requirements navigation
- Business development techniques

#### Cohort Learning

- Peer-to-peer networking opportunities
- Shared experiences and lessons learned
- Collaborative problem-solving
- Industry-specific focus groups
- Advanced procurement training





# The Solution

## COMPREHENSIVE SUPPORT FOR VETERAN ENTREPRENEURS

### 3. Strategic Matchmaking

We leverage our extensive network to create meaningful connections that drive business growth:

#### Federal Agency Connections

- Direct access to procurement officers
- Agency-specific requirements understanding
- Forecast opportunity reviews
- Small business liaison relationships
- Pre-proposal conferences

#### Prime Contractor Relationships

- Introductions to prime contractors
- Subcontracting opportunity identification
- Joint venture exploration
- Teaming agreement support

#### Network Development

- Access to 50,000+ Veteran entrepreneurs
- Industry-specific networking events
- Regional business opportunity forums
- Virtual matchmaking platforms
- Veteran supplier partnership opportunities



# The Solution

## COMPREHENSIVE SUPPORT FOR VETERAN ENTREPRENEURS

Each pillar is designed to work in concert, creating a comprehensive support system that addresses the unique challenges Veteran entrepreneurs face in federal contracting. Our approach combines immediate tactical support with long-term strategic development, ensuring sustainable success in the federal marketplace.

Through this integrated approach, NVSBC-EF ensures Veteran entrepreneurs receive the support, guidance, and connections needed to build thriving businesses in the federal marketplace.

**Additionally, we harness the very best subject matter experts and partners to be able to influence policy that benefits service-disabled and veteran owned small businesses in government contracting. Advocacy is critical to our work, and we commit to prioritizing legislation and relationship-building that most advantages our community.**



# The Opportunity

## WITH YOUR SUPPORT, WE CAN:

1. Expand our reach to underserved Veteran communities
2. Enhance our virtual training platforms
3. Increase one-on-one mentorship opportunities
4. Develop new matchmaking events nationwide
5. Create sustainable growth for Veteran-owned businesses

## INVESTMENT NEEDED

To achieve these goals, NVSBC-EF seeks to **raise \$250,000 over the next 18-months**. Your investment will directly support:

1. Mentorship initiatives
2. Matchmaking events
3. Program expansion

## SUPPORT OPPORTUNITIES

Your investment in NVSBC-EF can be tailored to match both your philanthropic goals and capacity for giving. We offer multiple levels of engagement, each designed to create meaningful impact for Veteran entrepreneurs:

**Visionary Partner (\$100,000+)**: Transform the landscape of Veteran entrepreneurship by enabling comprehensive program development and expansion, reaching hundreds of Veteran-owned businesses annually through enhanced training and mentorship programs.

**Leadership Circle (\$50,000-\$99,999)**: Power our advocacy initiatives and specialized training programs, directly supporting Veteran entrepreneurs in becoming procurement-ready and competitive in the federal marketplace.

**Champion (\$25,000-\$49,999)**: Fund targeted mentorship programs and networking events that connect Veteran entrepreneurs with federal agencies and prime contractors.

**Advocate (\$10,000-\$24,999)**: Support essential training workshops and educational resources that help Veteran-owned businesses navigate federal procurement processes.

**Supporter (\$5,000-\$9,999)**: Enable Veteran entrepreneurs to access crucial business development resources and networking opportunities.

Each investment level includes distinctive recognition opportunities and meaningful engagement with NVSBC-EF's mission to empower Veteran entrepreneurs. Donors at leadership levels may be recognized through named programs or initiatives that align with their interests. Multi-year commitments are welcomed and can be structured to align with your organizational planning.

# Leadership



**SCOTT  
JENSEN**  
Chief Executive  
Officer

A retired Marine Corps Colonel and naval aviator, Scott Jensen serves as CEO of NVSBC-EF, leveraging extensive management and leadership experience that spans over three decades. A highly decorated veteran, he has served in multiple leadership roles including platoon leader, instructor, and staff officer. Maintaining a strong focus on optimizing and growing people and organizations, he transitioned from his military career to C-suite positions with several corporations and nonprofits. As an entrepreneur, he also founded and leads a Service-Disabled Veteran-Owned Small Business.



Scott frequently addresses military, civilian, and higher education organizations on an array of topics that include leadership and organizational culture. An author and speaker, he has been featured as an expert in print, radio, and television media, including Forbes, USA Today, The Washington Post, BBC, NPR, and Headline News. Scott holds a Bachelor of Science degree in mathematics from the United States Naval Academy, a Master of Science degree in military studies from Marine Corps University, and a Master of Arts degree in national security and strategic studies from the U.S. Naval War College.



**ZACK  
ARMSTRONG**  
Chief Operating  
Officer

Zack provides nearly two decades of leadership and management experience including work with both veteran and non-profit organizations. His diverse experience also includes corporate consulting and academic settings which has led to expertise in operations management, leadership development, systems & technology, learning management, project management, program development, and evaluation. With a passion for bringing out the best in individuals and teams through education, training, and leadership, Zack routinely shares his expertise with audiences at summits, conferences, podcasts, and other high-profile speaking engagements. His work has also been featured on PBS, WGN, and NPR. Zack is a certified nonprofit professional through the John Glenn College of Public Affairs at The Ohio State University and holds an MS and BS from Western Michigan University.

# Board of Directors



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**MG Cornell A. Wilson, Jr.,  
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**MG John Thomas,  
USA Ret**



**Tommy Moreno**

# Contact



For those interested in creating a lasting impact, our Legacy Circle welcomes planned gifts through bequests, charitable trusts, or life insurance designations. These enduring investments ensure NVSBC-EF's continued ability to serve Veteran entrepreneurs for generations to come.

## CONTACT INFORMATION

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