JULO STRATEGY GLOBAL

SPONSORSHIP OPPORTUNITY



JULO CEO MINDSET™ FOR VETERANS

Put a veteran owner in the room.

Veterans are asking for this class by name. What stands between them and a seat is cost. Your company can remove it for $800 per veteran, or $8,000 for a full class of 10.

Why it matters

They know how to lead. Now they lead alone.

Military life gave them structure, a chain of command and a team. Business ownership gives them none of it. This class rebuilds all three.

Cost keeps good owners out.

The owners who need this most are often the ones reinvesting every dollar back into payroll. A sponsored seat means nobody sits it out over price.

Stronger owners build stronger towns.

When a veteran-owned business grows, it hires, buys local and stays put. Your investment keeps working long after the class ends.

The results speak

Source: JULO CEO Mindset™ program evaluations, 2020 to 2025

99%
of graduates surveyed would recommend it to another owner

90% left with a business validated as marketable

63% have hired or plan to hire

93% of Phase 2 veterans rate their CEO confidence 4 or 5, up from 36%

SPONSOR ONE SEAT OR THE WHOLE ROOM

Two ways to back a veteran owner

SEAT SPONSOR

$800 per veteran

Fund one seat or as many as you like.

- ✓ Proud Sponsor listing with a link to your company
- ✓ Sponsor 5 or more seats and add a guest host session with the class

CLASS SPONSOR

$8,000 full class

An entire cohort of 10 veterans, start to finish.

- ✓ Proud Sponsor listing with a link to your company
- ✓ A guest host session to share your story with the cohort
- ✓ A one-page impact summary when the cohort wraps
- ✓ Bring the class to your city once 10 local veterans are confirmed

What every sponsored veteran gets

- **8 weeks of 3-hour sessions** with up to 9 other veteran owners, virtual or in person
- **The JULO Canvas**, mapping their full business model on one page
- **The CEO Question™:** building a scalable business, or buying a job?
- **Strategy, operations, revenue and leadership** worked on their own business
- **A peer group of veterans** who hold each other to the plan. An owner who isn't carrying everything alone makes better decisions and lasts longer.



> **"I called myself 'just a VA.' Now, I say, 'I am the owner of.'"**
>
> Nancy Pomaro, military spouse and JULO CEO Mindset™ graduate

How it works

1. Choose Seat or Class Sponsor
2. JULO invoices and confirms your recognition
3. Veterans register, take the pre-assessment and claim your seats
4. Guest hosts pick their session date
5. Veterans graduate with a plan to grow

SCAN TO READ THE SUCCESS STORIES

Ready to sponsor a veteran, or a full class? Let's talk.

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