JULO STRATEGY GLOBAL

PARTNERSHIP OPPORTUNITY



JULO CEO MINDSET™ FOR VETERANS

Be the expert they remember when the business grows.

Veteran business owners spend eight weeks in JULO CEO Mindset™ building companies that scale. Sponsors fund their seats and earn a place in the room while those owners decide who they bank with, insure with and hire.

Why companies sponsor

Access ads can't buy.

Ten owners, vetted by a pre-assessment, at the exact moment they are about to need capital, coverage, payroll and advisors.

Trust earned by teaching.

Lead a session on what you know best. Owners remember the expert who helped them, not the logo on a banner.

A story with numbers.

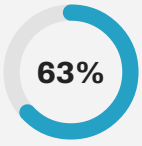
Public credit for backing veteran owners, plus an impact summary you can hand to leadership.

Graduates become better customers

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

99%

of graduates surveyed would recommend it to another owner



have hired or plan to hire



left with a business validated as marketable



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

WHAT YOUR COMPANY GETS

The math on a Class Sponsorship

$8,000 one class ÷ **10** growing owners = **$800** per business owner

For eight weeks of relationship, not one handshake at a mixer. Land one account and the class pays for itself.

SEAT SPONSOR

$800 per veteran

A smart first step. Fund one seat or several.

- Proud Sponsor listing with a link to your company
- LinkedIn thank-you from JULO to our network

SPONSOR 5 OR MORE SEATS AND ADD

- A guest workshop with the class
- Opt-in introductions to the veterans you sponsored

CLASS SPONSOR

$8,000 full class of 10

The whole room, and the strongest return.

- **Lead a guest workshop** on your expertise: financing, coverage, contracts, hiring
- **Opt-in introductions** to all 10 graduates
- Your name on every graduation certificate
- LinkedIn spotlight and the graduation announcement
- One-page impact summary for your leadership
- **Bring the class to your city** once 10 local veterans are confirmed

Built for companies that serve small business

Banks and credit unions · Defense and aerospace primes · Insurance agencies · CPAs and bookkeepers · Payroll and HR · Business attorneys · Commercial real estate · Chambers and EDCs · Health and wellness providers



GROWTH YOU GET TO WATCH

"My intended 2024 take home was 40% lower than what I felt my expertise was worth."

Justin Spinello, Military Intelligence veteran

Classes run virtually or in person. Veterans' contact details are shared only with their permission.

SCAN TO SEE THE RESULTS FOR YOURSELF

Let's find the level that pays off for your company.

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