



Veteran Onboarding Information and Agreement

Preliminary Stage 1: Application process

You must complete the online application and have provided all the information requested by us. All the information is required and cannot be processed unless complete. **PLEASE READ THIS DOCUMENT CAREFULLY.**

Phase 1: Warrior Academy (instruction)

Warrior Academy consists of 40 instructional modules, with references and brief assignments necessary to help develop the concept into a business plan. Warrior Academy is based on the format of a military Operations Order and is intended to allow the veteran to “translate” his already-existing military skills into equivalent skills needed to stand-up and execute a potentially viable business.

Phase 2: Coaching

Upon acceptance to Warrior Academy, veterans are provided with access to bi-monthly coaching sessions. Sessions are composed of a keynote speaker with an assigned topic followed by multiple breakout rooms covering various subtopics. These sessions also provide an opportunity to interact with Warrior Rising staff directly for questions, concerns and comments.

Phase 3: Business Showers

Once a quarter, grant opportunities are provided for veterans that have completed Warrior Academy called Business Showers. These events are a combination of a Shark Tank-style pitch contest and bridal shower. If selected for a Business Shower, Veterans are given a laptop computer, business suit, website development, professional headshots, and a promotional video, as well as the opportunity to pitch off in front of judges, investors and peers for a chance to earn a grant of up to \$20,000 and access to one-on-one mentoring.

At this stage, you must have submitted:

- DD-214
- Headshot (photograph),
- CV/bio/resume,
- business description/history/background,
- Logo (if any), and
- A video of your elevator pitch describing your business and why someone should support it (no more than 3-4 minutes).

Phase 4: Mentor Assignment

Mentors with significant business experience (in various stages of business) will be assigned to the veterans once they have reached this stage (and have completed the previous stages) to assist them with:

- developing a go-to market strategy,
- establishing and collecting analytics necessary for operating their business/attracting investment
- obtaining outside advisors (legal and accounting)



- determining and developing an optimal financing strategy

Stage 5: Funding Opportunities

Warrior Rising assists with funding in several ways:

- Direct Introduction to Potential investors, through our Business Shower events (investment is not guaranteed, however)
- Loans (revenue-based financing)
- Grants through our Business Shower and other events

PLEASE NOTE:

1. WHILE WARRIOR RISING MAKES NO REPRESENTATION ABOUT OUTCOMES, IT WILL MAKE REASONABLE EFFORTS TO CONNECT VETERANS TO POTENTIALLY INTERESTED INVESTORS OR OTHERWISE PROVIDE ASSISTANCE IN THE EARLY STAGES OF DEVELOPMENT.

2. THERE IS NO GUARANTEE THAT WARRIOR RISING, OR ANY SINGLE INVESTOR INTRODUCED BY WARRIOR RISING, WILL PROVIDE ALL THE FUNDING YOU MAY SEEK FOR A GIVEN PROJECT. YOUR PARTICIPATION IN A WARRIOR RISING EVENT DOES NOT GUARANTEE THAT FUNDS DERIVED FROM THAT EVENT WILL BENEFIT YOU DIRECTLY, OR, IF YOU DO BENEFIT, THAT THEY WILL BENEFIT YOU SOLELY. THE OBJECTIVE OF PARTICIPATION IN OUR PROGRAMS IS TO ATTEMPT TO MAKE YOU SELF SUSTAINING AND GIVE YOU THE TOOLS TO ACHIEVE THE RESULTS IN BUSINESS YOU ARE SEEKING. IT IS NOT THE INTENT OR GOAL FOR WR TO MEET ALL YOUR FUNDING OBJECTIVES.

3. IF YOU ARE A NON-PROFIT (IRS 501c3) OR CONSIDERING CREATING A NON-PROFIT AS YOUR BUSINESS, PLEASE BE AWARE THAT WE WILL PROVIDE THE FIRST 2 STAGES (INSTRUCTION AND MENTORING) OF ASSISTANCE TO YOU BUT FUNDING OPPORTUNITIES WILL EXCLUDE GRANTS FROM US IN MOST CASES TO AVOID THE PERCEPTION OR ACTUAL DIRECTING OF FUNDS AWAY FROM OUR MISSION TO ANOTHER NON-PROFIT.

Stage 6: Warrior Community

Warrior Rising wants you to always feel like you are part of a community of veteran entrepreneurs. Even after you have completed Warrior Academy or achieved the desired results through our Mentorship Program, our goal is to provide a venue for participating in events in your local areas. We need you to, in turn, be supportive of Warrior Rising's mission. By participating in our programs you are expected to:

- Become a mentor to future veterans who will be facing what you faced in starting your business; • Participate as a speaker or give presentations sponsored by WR to groups of veterans on topics that are relevant to your experience;
- Positively and productively participate, promote, and assist, to the benefit of WR, and upon the reasonable request of WR, in WR fundraising activities and all outreach efforts (public relations, marketing) and help support WR financially when your business is sustainable.



ACKNOWLEDGEMENT:

To participate, Veteran must read and sign the below disclaimer and release:

The undersigned acknowledges and agrees that the advice and counseling rendered or to be rendered by Warrior Rising, a not for profit charitable organization, is purely on a pro bono/gratis basis and not for compensation. He/She further understands and agrees both individually and on behalf of my existing or to be formed company for which I am seeking assistance ("Company") and/or related entities that, while Warrior Rising makes reasonable efforts to secure the volunteer counseling of persons with an adequate level of knowledge in the areas in which they are giving advice, they are not being represented and should not be relied upon as experts in a given area of knowledge, subject matter/discipline, or industry. The undersigned understands and agrees that Warrior Rising could not provide the services which the undersigns seeks from Warrior Rising if the organization were to be subject to liability or damages for misinterpretation of advice, omission of advice, untimely advice, inability or unwillingness to follow explicit advice, or for results that cannot be guaranteed by anyone. You are encouraged and advised to seek your own professional advice before taking action or omitting to take action based on the information Warrior Rising is providing you. In addition, you agree to comply with all requirements set forth by Warrior Rising. Therefore, the undersigned, in consideration for the assistance provided by Warrior Rising, and other good and valuable consideration, hereby releases Warrior Rising, its principals, directors, officers, managers, members, employees, parent, subsidiaries, affiliates, mentors, agents, successors, and assigns and each of its and their predecessors and successors in interest, and the present and former representatives and agents of any of the foregoing, and the heirs, executors, administrators, successors and assigns thereof, in whatever capacity any of them may have acted from any and all claims, demands, obligations, judgments, actions, causes of action, debts, damages, losses, expenses, costs, attorneys' fees and liabilities of any kind whatsoever, whether known or unknown, vested or contingent, in law, equity or otherwise, which Releasor ever had or now has against the Warrior Rising Parties, whether or not matured, inchoate, fixed, contingent, secured, or based in law or equity. In addition, I, individually and on behalf of Company and/or related entities, understand that marketing, public relations, and social media strategy is important to attract donors and investors. As such, I irrevocably grant Warrior Rising permission to use my first and last name and Company name in any and all of its publications, including web site entries, without further notice, payment, or other consideration. I further irrevocably grant Warrior Rising permission to use my story (and that of my company) and/or its likeness, whether verbally or in writing (whether online or otherwise in print), as well as any photographs or video I provide them or that are taken of me or that in any way reference or include my business images, marks, or logos at any Warrior Rising events or those sponsored by Warrior Rising or otherwise wherein the public is present, as well as my business/company logos and marks themselves (hereinafter all of the foregoing shall be referred to as "Materials" and, when optionally combined with my name, as "Information") in any and all of its publications, including web site entries, without notice, payment, or other consideration.¹ I irrevocably authorize Warrior Rising and/or its agents to edit, alter, copy, exhibit, publish, republish, distribute, redistribute, or otherwise use the Materials for purposes of publicizing Warrior Rising's efforts or for any other lawful purpose. Individually and on behalf of my Company, I hold harmless Warrior Rising from any claims, demand, and causes of action which I, my agents,



heirs, representatives, executors, administrators, successors and assigns, or any other persons acting on my behalf or on behalf of my estate have or may have by reason of this authorization or the use of the Information.

I certify by my digital signature that I agree to the foregoing and I am 18 year of age and am competent to contract in my own name. This agreement is governed by the internal laws of the State of Utah without regard to the conflicts of laws provisions thereof. This agreement represents the entire agreement between the parties and may not be modified without the written consent of both parties.

Signature provided digitally (type your full name into the Acknowledgment box to complete).

¹ **Note: this is not relinquishing ownership of any of the foregoing.**