

Host/Speaker/Instructor
Woody Wollesen
Founder/Chairman
Operation Veteran Empowerment



Woody Wollesen Profile

Recognized national small business financing expert *Former co-partner national law firm

*** Seasoned business executive**

*** Serial entrepreneur**

*** National financial/business operations consultant**

*** Former graduate school of business professor**

*** Military veteran**

2006 US SBA Small Business Financing Champion

(8 years) Board Member, Executive Officer, Instructor with the prestigious National Women's Business Center, Washington, DC; NWBC 2005 Man of the Year

See also more extensive background profile at

<http://www.ultimatefinancingguide.com/about-the-author/>;

www.linkedin.com/pub/woodrow-wollesen/11/147/652/

What is OpVet

The only web based Internet business educational platform of its type in the country providing all arrays FREE to all military veterans and their families

The core resource immediately downloadable –

The “*Ultimate Financing Guide*”

The only treatise ever written or published providing comprehensive “real world” coverage, guidance, and advice on every key business financing option.

Based on 25 years of “down in the trenches” and “hands-on” experiences involving literally thousands of small business transactions and every key type of financing options.

Ultimate Financing Guide

The complete package for business success – the most authoritative, in depth guide dedicated to tactical decision-making ever written/published covering the entire array of “real world” business financing options and best approaches/methods to acquire with practical, no nonsense explanations.

- * First small business guide for every available financing option;**
- * First detailed guide examining how it works in the “real world”;**
- * First providing financial tactics, step by step descriptions on how, what, when, and why to avoid the “potholes” within the processes and system;**
- First financing guide - every chapter reviewed pre publication by other recognized financial experts/professionals across all genres**

Ultimate Financing Guide

This "real world" business resource (veteran created, owned, and operated) can not to be found from any other source in the country (governmental, private, or within academia).

Please see the following resources:

- ***Expert Advisors:***

<http://www.ultimatefinancingguide.com/expert-advisors/>.

- ***For authoritative, further expert treatise/book reviews:***

<http://www.ultimatefinancingguide.com/expert-book-reviews/>;

All educational selections are FREE to all military veterans and their family members. This information can be found at: <http://www.operationveteranempowerment.com>.

<http://www.opvetempower.com>.

- **(Token \$5 fee/contribution required solely to ensure that in fact "Veterans are Helping Veterans" with this project.)**

Existing OpVet Strategic Partner Array

Task Force for Veterans' Entrepreneurship (VET-Force)

VetBizCentral (Region V) VBOC (Michigan, Ohio, Indiana, Illinois). / Big Sky VBOC (Region 8), Montana, Wyoming, Colorado, Utah, North & South \ Dakota. / New England VBOC – Conn., Maine, Mass., New Hampshire, Rhode Island, and Vermont / VBOC Region V – Chicago - Illinois, Wisconsin, Minnesota, Hawaii & Guam.

The Nat'l Vet Small Business Coalition ("NVSBC / VOBOhio / The Nat'l Vet Biz Development Council (NVBDC) / The Nat'l Vet Owned Biz Association (NavVOBA) *Vetpreneur* Magazine / The Disabled Vet Business Alliance (DVBA) / The American Legion / FedMine / Set Aside Alert / VeteransList.US / The US Army Ranger Association/ VetLikeMe / Nat'l Resource Society for Women Vets / WAVE" - Women as Veteran Entrepreneurs – Women Vets Biz Center / Women's Online Media & Education Network / Vets Group / Innovative Solutions / Objective Rally Point

HOW AND WHY IS OPVET IMPORTANT FOR EVERY VETREPRENEUR AND VET BUSINESS OWNER?

Current statistical data and studies show sharply increasing risks for business failures, discontinuances, and/or needless detours across all business endeavors regardless of age, industry segment - literally rising daily. See the ongoing article series at the OpVet web site – “Blogs”

<http://www.ultimatefinancingguide.com/category/blog/>

Also published through VetLikeMe (Disabled Veteran National Publication for Veterans) <http://vetlikeme.org/>

Real World Facts - only about half of all new establishments survive five years or more – only one-third survive 10 years or more. (US SBA Off. Of Advocacy; see also, <http://www.sbecouncil.org/about-us/facts-and-data>); <http://www.ultimatefinancingguide.com+/real-world-facts-for-every-start-up-or-early-stage-enterprise/>

Primary Drivers for Business Failures/Costly Detours

A few simple facts:

*** All the business development on the planet is completely worthless without timely adequate financing**

*** Unfortunately respecting access to capital, the current business financing mechanisms do not work – none delivering needed funding when and where needed most especially for small business growth and expansion**

SBA Administrator concurring, “...access to capital is the number one issue facing all small business.” (June 10, 2014 Speech, Center for American Progress, Washington, DC).

Primary Drivers for Business Failures/Costly Detours

Careful scrutiny of all of the business failure studies /data in fact demonstrate the primary drivers for business failures to be:

Serious requisite knowledge deficiencies for:

*** Best business practices - having the know-how, skills, and tools to anticipate, create, and manage properly**

*** Financial acumen - knowing how to access the right financial tool/option at the right time, right place, and knowing how to use that funding to generate success**

Many business owners don't have to turn out the lights to be in the dark”.

OpVet/Ultimate Financing Guide Changes Those Outcomes

There is only one “real world” educational resource in the country (a 501 (C) (3) non profit Internet platform)

*** Specifically structured and targeting those two necessary knowledge ingredients and as well comprehensively, covering in detail every key business financial option.**

The Ultimate Financing Guide

Readily/instantly downloadable at

[ttp://www.opvetempower.com/](http://www.opvetempower.com/)

<http://www.operationveteranempowerment.com>

All educational arrays are FREE for all military veterans and their families. (There is a token \$5 contribution (100% deductible) solely to ensure that in fact "Veterans are Helping Veterans" through this non profit project.)

Expanding One's Knowledge Will Always be the Ticket for Success

Regardless of how creative, innovative, and/or focused the owner /entrepreneur, hope is no substitute or equivalent for having the requisite knowledge that create success.

Without that knowledge, one is just “shooting from the hip” and hoping for the best – usually just getting a sore hip! Without it, the venture by definition becomes stationed into a “reactive posture accumulating risk for failure

I was seldom able to see an opportunity until it had ceased to be one. Mark Twain

Convenience or expediencies, might work in the short term but inevitably lead to critical wastes of valuable time, money, and resources.

Some Slogans/Quotes to Consider

Having the requisite knowledge to properly run an enterprise, is much like photography. If you don't have it and correctly focused all you'll ever get is a negative.

Asking dumb questions is easier than correcting dumb mistakes.

Creativity is no substitute for knowing what you're doing.

People can be divided into three groups: Those who make things happen, those who watch things happen, and those who wonder what happened