

2026 WISCONSIN VETERAN BUSINESS OWNERS TRAINING PROGRAM & PITCH COMPETITION

Laptop & QuickBooks Giveaway

20 eligible businesses will receive a **laptop and QuickBooks subscription** valued at \$1,200 each. The laptop recipients will be selected in the following regions:

- 6 from Milwaukee Region
- 2 from North Central Region
- 2 from Northeast Region
- 4 from South Central Region
- 4 from Southeast Region
- 2 from Southwest Region



How do I sign up?

No sign up is required. If your business meets all of the eligibility requirements, you will automatically have a chance to be named an award recipient.

Requirements for Laptop Recipients

If you are selected as an award recipient, before you receive your laptop, you will have 7 days to:

- Submit a DD214 or other proof of your veteran status
- Submit a testimonial to WWBIC stating how receiving this prize will impact your business

Pitch Competition

Eligible businesses are invited to submit a video pitch of three minutes or less by May 15th. The top 8 pitch contest entries will receive a **\$5,000** equity injection.

How do I participate in the competition?

Once your pitch video is completed, upload it to YouTube.

Then, submit your video and provide us your contact info using our signup form by scanning the QR code provided here or going to bit.ly/wwbicpitchvideo by **May 15, 2026**.



Requirements for Competition Winners

Before competition winners receive their \$5,000 equity injection, winners will have 7 days after notification to:

- Complete an ACH & W9 form
- Submit a DD214 or other proof of your veteran status
- Submit a video testimonial (or written testimonial with photo) to WWBIC stating how this equity injection will impact your business
- Submit an equity injection use of funds statement

Note: funds received may need to be reported as taxable income

Eligibility Requirements

Clients who fit ALL of the following requirements are eligible for being awarded a laptop or pitch competition prize.

Please note that not all eligible clients will receive a laptop or pitch competition prize.

- You must be a veteran and U.S. citizen owning/operating an active business in Wisconsin for at least 3 months
- You must complete and submit an updated WWBIC CIF, BIF and/or EIF form between January 1 and May 15, 2026; these forms can be found at bit.ly/wwbicform
- The business owner must attend at least one of the following training sessions (see next page for descriptions & more details)
 - » 4.15 **Introduction to Building Out a Business Plan**
 - » 4.20: **Mission Ready: Pitch Training**
 - » 4.29: **QuickBooks Bootcamp**
 - » 5.4: **Veteran Resource Roundtable**
 - » 5.11: **AI for Entrepreneurs**
- Any Kiva loans or WWBIC loans must be in good standing (within 30-60 days) as of May 15, 2026



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When will award recipients be selected?

Recipients of laptops with QuickBooks and pitch contest winners will be notified by email by **May 29, 2026**.

Questions?

Contact info@wwbic.com with any questions.

Awards Ceremony

All program participants are invited to attend our awards ceremony the week of June 8-12th. This hybrid event will be hosted at the WWBIC Milwaukee office with an online attendance option. Online attendees must register for the ceremony at wwbic.com/trainings.

Training Sessions Eligible for Laptop/QuickBooks Giveaway & Pitch Competition

Attending one of the online training sessions listed below counts toward eligibility for the 2026 Wisconsin Veterans Pitch Competition. Registration at least 48 hours in advance of each session is required. Links to the Zoom session for the training will be provided after registration.

Sign up using the QR code provided at right or go to wwbic.com/trainings



Introduction to Building Out a Business Plan

Wednesday, April 15th, 12:00-1:00 pm

A business plan is not a document you complete once and then put away. When used effectively, it is an ongoing tool that helps you launch, manage, and grow your business. Join us to learn what information goes into a business plan and to get an overview of how LivePlan (business planning software) works.

Please note: This training is a prerequisite for our Building a Business Plan series and is required if you plan to take the accelerated course.

Mission Ready

Pitch Training for Entrepreneurs

Monday, April 20th, 6:00-7:30 pm

This dynamic session helps entrepreneurs craft a powerful pitch that captures attention and drives results. Participants will learn how to clearly communicate their business idea, connect with their audience, and confidently deliver a pitch in under three minutes.

With guided practice and actionable feedback, attendees will leave with a polished, flexible pitch they can use to pursue funding, partnerships, and new customers.

QuickBooks Bootcamp

Wednesday, April 29th, 12:00-3:00 pm

In this in-depth session, a QuickBooks Certified Advisor will walk through setting up your QuickBooks Online account, explaining key accounting terms, linking bank and credit card accounts, managing workflows, generating reports, and more.

Veteran Resource Roundtable

Monday, May 4th, 5:30-7:00 pm

This training session provides an overview of programs, services, and resources specifically designed to support veterans, service members, and military spouses in starting, growing, and sustaining a business. Participants will learn about available training, counseling, and support opportunities.

AI for Entrepreneurs

Monday, May 11th, 6:00-7:15 pm

Are you confused about Artificial Intelligence, how entrepreneurs are using it, and how it can accelerate your business growth? Gain an understanding of AI, be introduced to AI software such as ChatGPT, and learn how to create a practical and actionable plan for implementing AI in your business through this session.