

HOW'S THE START SQUAD ACADEMY

Mapping Success One Entrepreneur at a time?

You're not just reading a brochure. You're reading the map we use to set aspiring entrepreneurs on their ideal pathways to success! You could be a part of that journey.

ALL OF THIS IS BEING PRESENTED BY:

The Start Squad Academy

The Start Squad Academy was founded by a former Air Force Cryptologic Linguist and Intelligence Analyst, who, with a Master's in Entrepreneurship, envisioned a way to increase startup success rates in a revolutionary way.

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To learn more
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The Start Squad Academy
is a Veteran-led 509(a)(2)

POWERED BY: Your Organization

LET'S START THIS...

STEP-by-step

It all starts with the Success Training in Entrepreneurship Program (STEP)

The goal of STEP is to remove romanticism and ensure students understand what is required to succeed as an entrepreneur.

The program is broken down into three phases, each with three steps, for a total of nine steps, with a mnemonic device baked-in.

In striving to L.A.P. the competition (phases), students will have assuredly S.U.C.C.E.E.D.E.D. by the end of the program (steps).

Take the first STEP toward success right now! Just follow the arrow...

Phase Launching - Problem / Solution Fit

1

Step 1: Shift - Rewire your mind

Step 2: Unfold - Assess Your Situation

Step 3: Conceive - Put vision into pitch

Phase Accelerating - Solution / Market Fit

2

Step 4: Critique - Get constructive notes

Step 5: Execute - Launch & Focus on Sales

Step 6: Evaluate - Gauge performance

Phase Positioning - Market / Pivot Fit

3

Step 7: Develop - Ramp up team for pivots

Step 8: Establish - Lock in best practices

Step 9: Discipline - Engineer dominance

STEP 1: SHIFT

Four Principles



PRINCIPLE #1: IT'S A FULL TIME JOB

There's nothing wrong with "side hustling," but it is wrong to think you can put in less than 100% and get more than 100% in results.



PRINCIPLE #2: IT'S ABOUT THE JOURNEY

Entrepreneurship is like cliff diving — the most important thing is to reach your destination intact and the only way to enjoy the fall is to be prepared.



PRINCIPLE #3: IT WILL NOT SAVE YOU

Thinking a startup will save you from financial woes, dead-end jobs, or depression is sure to lead to financial ruin, burnout, and deeper heartache.



PRINCIPLE #4: IT SHOULD REQUIRE A LICENSE

Think about it, licenses are required for electricians due to potential harm to others, but the only person an entrepreneur can harm is themselves.

Having rewired your entrepreneurial mindset with the four principles, you're ready for Step 2. Unlike most entrepreneurial training programs that pander to the masses, STEP is tailored to each and every aspiring entrepreneur's unique identity, thanks to...



The Entrepreneurial Type Indicator (ETI)

Your entrepreneurial identity isn't a label — it's a map.
The ETI is your compass.

HOW DOES THE ETI WORK?

Current labels, i.e., "serial," "social," "tech entrepreneur," etc., do more to describe the business than they do the entrepreneurs.

To reveal one's deeper entrepreneurial self, the ETI, through a brief psychometric assessment, plots your identity as a gradient across the four overarching types - Altruistic, Effective, Inventive, and Opportunistic — then calculates the top two types, thus establishing the...

SIXTEEN SUBTYPES.

A, E, I, O ... Where do "U" fit in? Find out at no cost right now!

ALTRUISTIC EFFECTIVE INVENTIVE OPPORTUNISTIC



ALTRUISTIC

- Service-driven
- Empathy/Community
- People first

EFFECTIVE

- Mastery-driven
- Systems/Processes
- Expertise first

INVENTIVE

- Creativity-driven
- Innovate/Disrupt
- New ideas first

OPPORTUNISTIC

- Reward-driven
- Profitability/Growth
- Efficiency first



Once one's entrepreneurial type is clear, we then tailor our instructions according to their natural drives and behaviors.

Fold bottom edge up to open

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The Four Entrepreneurial Disciplines



Operations & Logistics



Marketing & Retaining



Strategic Roadmaps



Products & Services



Legalizing & Accounting



Facilitated Workshops

Every entrepreneur needs all four Disciplines to succeed—but no entrepreneur is naturally strong in all four. That insight drives STEP. We map natural strengths, show where tensions are likely, and guide students toward partnerships covering the full spectrum of Disciplines.

Students who need more hands-on guidance can choose from two instructor-led workshop formats—10 weeks or 5 days. Either way, the curriculum is designed to rapidly transform business concepts into launch-ready ventures through deliverable-focused coursework.

Where Next Generation Entrepreneurs will Start Their Journeys

STEP and the ETI aren't just an entrepreneurial training program and an assessment—it's a lead generation engine. Does your current pipeline come close to these numbers?

375K

Business Degree Students Annually

18.7K

Year 1 Target Market

85%

Year 1 Target Conversion

Three Partnership Models. One Mission: Plot pathways to entrepreneurial success while building your institution's pipeline of high-intent startup founders.

These Leading Organizations are Already Partners



Can further facilitate promotion of your portal



Trusts us to train North Central Florida's Veterans

SF SANTA FE COLLEGE

Center for Innovation and
Economic Development

Holds the distinction of being our first partner

Choose One of these Tiers and Join the Squad Today!

TIER ONE

Rev-share Partnership

Ideal for: Associations, Chambers of Commerce, Membership Organizations, etc.

Your members keep asking "How do I start?" Turn that question into revenue. Promote the free ETI through your existing channels. When members upgrade to Pro for personalized roadmaps, you **earn 30%**. Your dashboard shows who's launching, what they need, and where to focus sales—while generating \$5K-\$50K annually.

- ✓ Custom URL & white-labeled portal
- ✓ Manage portal admins and users
- ✓ Add own tools, courses, & posts
- ✓ Automated paywall tracking
- ✓ Aggregated portal analytics
- ✓ 30% revenue per activation

Projected Rev-share:

Timeline	Monthly Activations	30% Rev-share
Year 1 Target	850 activations	\$4.8K - \$6K / month
Year 2 Target	1.6K activations	\$9K - 11.3K / month
Year 3 Target	3.5K activations	\$19.7K - \$24.7K / month
Year 4 Target	7K activations	\$39.5K - \$49.4K / month

TIER TWO

Invested Partnership

Ideal for: Colleges, Universities, Corporate Training Programs, etc.

Teaching 100+ students with one instructor and generic curriculum? For **\$8-\$15 per seat**, your students get personalized instruction, while you get programming students actually complete, deep analytics on who's succeeding, and co-marketing to fill cohorts year-over-year.

- ✓ Custom URL & white-labeled portal
- ✓ Marketing to drive traffic to portal
- ✓ Users start with Pro membership
- ✓ In-portal training management
- ✓ Discounted STEP facilitation
- ✓ Deep analytics with filters

Incremental per Student Pricing:

Seats	Investment	Per Student Cost
1K	\$15K	\$15 / student
2.5K	\$30K	\$12 / student
5K	\$50K	\$10 / student
10K	\$80K	\$8 / student

*We respect privacy concerns; therefore, analytics are dependent upon cookie choices.

TIER THREE

Paid Sponsorship

Ideal for: B2B Service Providers (Legal, Accounting, SaaS Tools, etc.)

Spending \$50-\$200 per B2B lead? Reach startup founders for **\$2.50 each** at peak intent—right after quiz completion, before results. These aren't cold leads; they're entrepreneurs actively launching who need legal, accounting, and business services. Claim before we scale nationally and the price exponentially skyrockets!

- ✓ Exclusive opportunity—only one slot
- ✓ Logo & popout across all portals
- ✓ Popup ad at peak engagement
- ✓ 5K qualified, high-intent leads
- ✓ Full analytics from all portals
- ✓ Duration scales with traffic

Lead Delivery Schedule:

Timeline	Monthly Users	Timeframe
Year 1 Target	1.5K / month	3-4 months
Year 2 Target	3K+ / month	1-2 months
Year 3 Target	5K+ / month	<1 month
Year 4 Target	10K+ / month	<2 weeks