

National Survey of Military-Connected Entrepreneurs

With support from the Kauffman Foundation, the Institute for Veterans and Military Families (IVMF) is launching a multi-year study of veteran and military spouse entrepreneurs. This initiative is designed to address these critical gaps in our understanding of veteran and military spouse entrepreneurs and the supporting mechanisms needed to assist throughout their entrepreneurial journey.

STUDY AIMS

Starting in fall 2019, surveys will be distributed to a cross-section of aspiring, current, and former business owners in the veteran and military spouse communities. In the long-term, the survey will also collect data from a sub-sample of first-year participants in years two and three. This will allow for a longitudinal analysis of veteran and military spouse entrepreneurs' experiences over time. Overall, the data collected from this study will significantly help enhance our understanding of entrepreneurship in the military-connected community and help us develop trends over time. Using this information, we can better guide the business owner to appropriate programs and services, ultimately helping them in the quest to successful business ownership.

Aim 1: Survey aspiring, current, and former veteran and military spouse business owners to overcome persistent gaps in existing public data and understand year-over-year trends in their entrepreneurship behavior

Aim 2: Track veterans' and military spouses' entrepreneurial experiences at different points in the business life cycle

Aim 3: Gather more timely perspectives on the impact of contemporary issues and policies on veteran and military spouse entrepreneurship

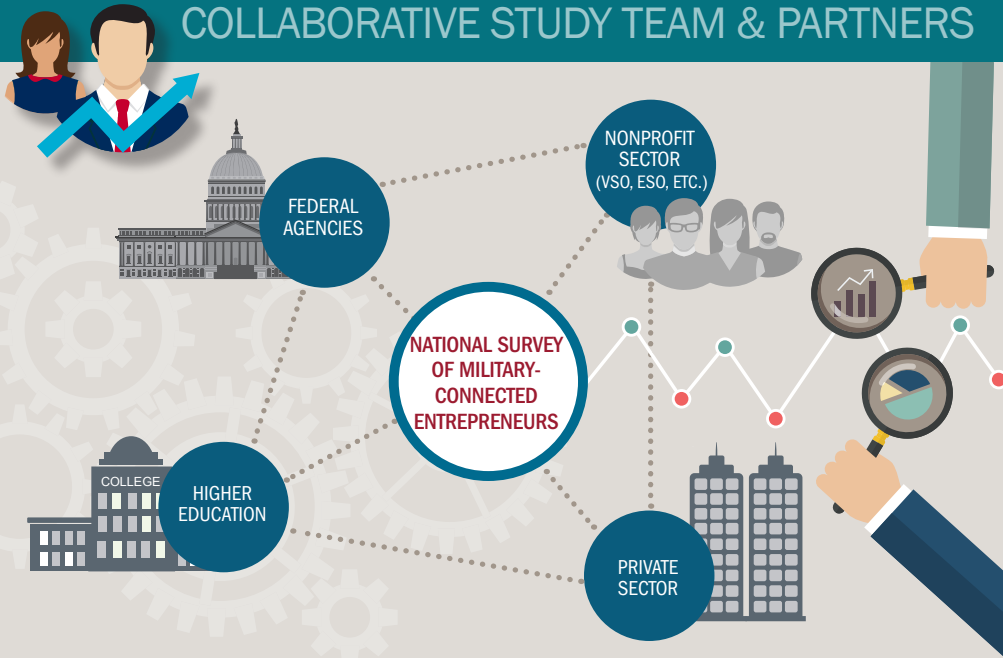
DATA GAPS

Critical gaps and missed data opportunities in our understanding of veteran and military spouse entrepreneurs:

- X** Limited to a finite set of questions nested within broader population surveys
- X** Draw from small samples
- X** Conducted at lengthy time intervals



COLLABORATIVE STUDY TEAM & PARTNERS



KEY DIFFERENTIATORS

- ✓ Specific to the military-connected entrepreneur community (i.e., transitioning service members, veterans, and military spouses)
- ✓ Provides frequent, consistent, and in-depth insight into the various stages and progress of military-connected business ownership
- ✓ Collects data on an annual and longitudinal (year-over-year) basis
- ✓ Collaborative group from various sectors and agencies will participate in the development of the initiative, survey, data collection, analysis, and report
- ✓ Develops a unique dataset of military-connected entrepreneurs for public-use and further exploration and analysis

WHY

Address critical knowledge gaps of veteran and military spouse entrepreneurship and the supporting efforts needed to assist them throughout their entrepreneurial journey.

WHAT

A multi-year, **annual and longitudinal study** of veteran and military spouse entrepreneurs.

Key topics: individual and military characteristics; aspirational and business related metrics; attitudes towards entrepreneurship; connectivity of resources, networks, mentorship, and information; local economic and policy factors; and family and wellness.

HOW



MILITARY-CONNECTED PARTICIPANTS
(TRANSITIONING MILITARY, VETERANS,
AND MILITARY SPOUSES)

ALL ENTREPRENEUR TYPE
(ASPIRING, CURRENT, FORMER)

**QUESTIONS RELATED TO INDIVIDUAL,
MILITARY SERVICE, BUSINESS VENTURE,
AND COMMUNITY**

GROUP 1
GROUP BEING
SURVEYED
ANNUALLY



2020
Annual
Survey



2021
Annual
Survey



2022
Annual
Survey

GROUP 2
LONGITUDINAL PANEL OF MILITARY-CONNECTED ENTREPRENEURS



2020 WAVE 1

2021 WAVE 2

2022 WAVE 3

SAME GROUP SURVEYED ANNUALLY OVER THREE YEARS