



BUNKER LABS

INSPIRE, EQUIP, AND CONNECT
VETERANS AS LEADERS IN INNOVATION



OUR MISSION IS TO EMPOWER VETERANS AS LEADERS IN ENTREPRENEURSHIP AND INNOVATION

Bunker Labs is a national not-for-profit 501(c)(3) organization headquartered in Chicago and built by military veteran entrepreneurs to empower other military veterans, active duty personnel, and military spouses to start and grow their own business. Through local chapters organized in cities across the U.S., Bunker Labs provides educational programming, subject matter experts, mentors, events, and robust local networks to help military veterans succeed and thrive as entrepreneurs and innovators.



Our
Mission

Inspire. Equip.
Connect.

The Challenge

200,000 active duty service men and women will transition out of the military this year



25% of transitioning service members want to start their own business



Only 4.5% of post-9/11 veterans have started their own business



62% of veterans believe that a lack of civilian networks is a significant challenge



Military veterans are 30% more likely to employ other veterans

Our strategy to impact veteran entrepreneurship

Bunker Labs builds local, thriving, and connected networks that offer the required resources, education, introductions and support to successfully launch a business, regardless of geography.

“Entrepreneurs thrive best in places where they have communities or ‘ecosystems’ to draw upon – people who can stimulate their thinking, offer advice and assistance...” – Kauffman Foundation



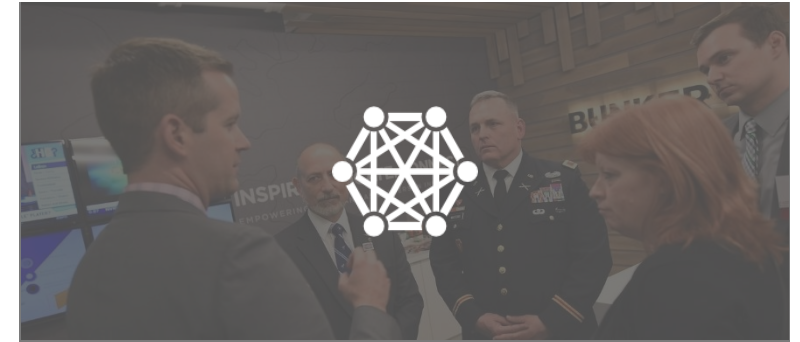
Inspire

Be a storytelling platform to showcase military veterans and their spouses who have successfully started and grown their own business, and ensure that we hold up role models that represent the diversity of veterans



Equip

Provide access to resources (training, mentoring, peers) necessary for entrepreneurial success.
Partner with local entrepreneurial and veteran service organizations to meet and exceed needs.



Connect

Connect military veterans and their spouses to the veteran entrepreneur community, local entrepreneurship resources, and mentors that offer the range of insights and introductions an entrepreneur needs to succeed both in their local community and wherever their business grows

Programs

- Launch Lab Online
 - Early stage
 - "Idea to Invoice"
- Bunker Brews
 - Monthly meetups
 - Inspire, Connect, Equip
- WeWork Veterans In Residence Powered by Bunker Labs
 - Piloted in Denver
 - 6 months of co-working space and programming
- CEO Circle
 - Successful businesses
 - Mastermind model



Execution





Our future



Bunker Labs Theory of Change: “Ecosystem Development”

OUR STRATEGIC PRIORITIES

Programmatic Strategies

Provide the veteran community with access to thriving, relevant entrepreneurial networks

- In-person: through networking events, discussion groups, and mentoring
- Online: through our cohort-based e-learning program & mobile app

Connect veteran entrepreneurs with best-in-class resources through:

- Curation of existing tools and educational materials
- Partnering with local and national ESOs & VSOs
- Mapping our ecosystem and advocating for veteran entrepreneurs with ecosystem stakeholders

Inspire the military community around the possibilities of entrepreneurship through modern, aspirational storytelling centered on veteran entrepreneurs

Operational Strategies

- Regional management of local chapters to sustain & grow our programmatic, operational & fundraising capacity
- Professional development to empower our volunteer leaders as ecosystem builders
- Establish strategic partnerships which effectively provide value to our community at scale

SHORT-TERM OUTCOMES

Participants will feel:

- Inspired/curious to explore entrepreneurship
- The support and camaraderie of a community of peers who are looking for their next mission in entrepreneurship
- More able to tackle entrepreneurship because they have developed or improved key business skills
- Connected to valuable resources and/or people that will support their entrepreneurial journey

INTERMEDIATE OUTCOMES

Participants will:

- Have the networks and resources they need to realize their entrepreneurial potential
- Make informed and strategic decisions about pursuing entrepreneurship that are best for themselves and their families. For those who decide not to pursue entrepreneurship, many will make employment or other valuable connections through the Bunker’s community.
- Increase their business performance

OUR LONG-TERM IMPACT

Participants who realize their entrepreneurial potential and are connected to thriving communities will:

- Strengthen the American economy
- Build opportunities for other veterans and military families
- Become leaders and positive change makers for their communities and our Country

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Where we are today

Bunker Labs currently operates in cities across the United States, having grown organically and through a distributed autonomy strategy.

Atlanta, GA	Madison, WI
Austin, TX	Minneapolis, MN
San Francisco, CA	Nashville, TN
Bozeman, MT	New York, NY
Chicago, IL	Philadelphia, PA
Columbus, OH	Raleigh-Durham, NC
Detroit, MI	San Antonio, TX
Houston, TX	Seattle, WA
Los Angeles, CA	Washington D.C.



Where we are going (notional)

Over the course of the next few years Bunker Labs plans to expand our reach to all 50 states. Proposed locations have been designated based on a combination of demand and entrepreneurial potential.

Albuquerque, NM	Fayetteville, AR	Oklahoma City, OK
Anchorage, AK	Honolulu, HI	Omaha, NE
Atlanta, GA	Huntsville, AL	Phoenix, AZ
Baltimore, MD	Indianapolis, IN	Pittsburg, PA
Boise, ID	Jackson, MS	Portland, ME
Boston, MA	Jacksonville, FL	Portland, OR
Burlington, VT	Kansas City, KS	Providence, RI
Charleston WV	Las Vegas, NV	Salt Lake, UT
Charleston, SC	Louisville, KY	San Diego, CA
Cheyenne, WY	Manchester, NH	Sioux Falls, SD
Dallas, TX	Miami, FL	Springs, CO
Denver, CO	New Haven, CT	St Louis, MO
Des Moines, IA	New Orleans, LA	Tampa, FL
Fargo, ND	Norfolk, VA	Toms River, NJ



CURRENT LOCATIONS



PROPOSED LOCATIONS

Growth Strategy Partnership

National Partner

- Builds the capacity of our national organization to staff, manage, and develop regional leadership teams
- Funds the development and support of our "Launch Lab Online" learning community
- Supports our capacity to design and execute national partnerships that support military veterans / families (ESOs, VSOs, Govt, Corporate)
- Funds outreach and engagement strategies leveraging digital platforms, media, original video content and live, inspiring events

Regional Partner

- Funds regional activation and new community chapter launches (10-15 per region)
- Supports regional staffing for chapter leader selection (Executive Director, Marketing Manager, and Experience Manager)
- Supports regional leadership development retreats and professional development for "Community Captains"
- Funds chapter leader recruitment, travel, and event costs

Local Partner

- Funds local programming: Bunker Brews, CEOcircle, and promotion of the "Launch Lab Online" entrepreneurship program
- Supports local initiatives to support entrepreneurship development strategies, local staffing, and local programming priorities
- Supports local network development including travel, swag, signage, participation in local entrepreneurship conferences, and coworking

Metrics collected since our founding in June of 2014.



\$67,449,544

Revenue generated
by participating startups*



1,581+

Jobs created
by participating
startups



400+

Startups who have completed
Bunker Labs programs nationwide to date



301+

Jobs created for
military veterans



\$61,936,747

Capital raised
by participating startups



1.8 years

Startups' average time in business



2,112+

New business connections made
through Bunker Labs

*Excludes companies which have individually generated more than 10 million in revenue

**Bunker
Impact**

Source: Data captured and validated by the Initiative for a Competitive Inner City (ICIC) as well as Bunker Labs participant surveys. Aggregated data as of February 2018



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