THE CHALLENGE

200,000 active-duty service men and women will transition out of the United States 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
• 50% of veterans believe that there is a lack of access to professional networks
• 35% of veterans require better access to professional mentors

OUR SOLUTION

Build local, thriving, and connected networks to offer resources, education, introductions and support. Bunker Labs inspires veterans by engaging successful entrepreneurs and community leaders to speak and serve as mentors.

Bunker Labs educates its community through consistent live programming and aims to scale veteran founder education through the online Bunker in a Box challenge.

Bunker Labs connects veterans with one another by providing a physical meeting hub. Bunker also connects veterans with high caliber professional networks and entrepreneurship resources.

Dear Partners and Friends,

As we enter our 4th year, we are excited to share this Annual Report which reflects on the impact Bunker Labs had in 2016, our evolving program model, and some exciting plans for 2017. It has been an extraordinary year. We expanded to 15 total markets, further refined and strengthened our operating model, and supported hundreds of military veterans who started and grew their businesses with the support of Bunker Labs.

This coming year promises to be equally exciting. While we continue to selectively expand to new markets based on local support and demand, we will shift our focus to broader nationwide veteran engagement strategies leveraging our strong partnerships, virtual cohorts of our signature EPIC program, syndicated video content, our community app, and our online learning platform Bunker in a Box. We continue to operate as a lean organization, building thriving local networks in the cities in which we have chapters, while investing at a national level to leverage technology to deliver impactful programs to growing numbers of veteran entrepreneurs. This year we will also explore ways in which we can do more to reach active duty military who need inspiration and education that Bunker Labs offers to design their future as entrepreneurs and innovators.

Our mission to Inspire, Educate, and Connect military veterans and their spouses with the opportunity to start and grow their own businesses has never felt more relevant or exciting. We know firsthand the demand for this organization from our community, and feel energized and confident in our strategy and position to realize the opportunity. Of course, all of this only happens because of the extraordinary leadership of our National Board, our Chapter Leaders, the volunteers and mentors who pour countless hours into supporting early-stage companies, and the incredible cadre of sponsors and partners who share our sense of urgency and without whom none of this would be possible.

Finally, we thank the entrepreneurs who are the lifeblood not only of Bunker Labs, but of the U.S. economy. They dream about what could be, put themselves out there, work hard, and bring innovations to life amidst the inevitable adversity and challenges. Every day we are inspired by their work ethic and spirit of entrepreneurship and grateful for their friendship.

Todd Connor,  
CEO Bunker Labs

Doug McCormick,  
President, Board of Directors

Connect with Bunker Labs online:

BunkerLabs.org  TheBunkerLabs
@TheBunkerLabs  /TheBunkerLabs
Our sponsors and partners are the lifeblood of our organization. We simply cannot thank them enough for their incredible support. It is because of them that we are able to continue our mission to help military veterans start and grow businesses.

**JPMorgan Chase & Co.**

“At Comcast, we know that veterans bring extraordinary talent to every endeavor. We are proud to hire them as employees and honored to support them as entrepreneurs through our work with Bunker Labs. This is a win for our business and our community.”

Carol Eggert
Vice President of Military and Veteran Affairs at Comcast and Brigadier General (R), U.S. Army

“Our office works to empower veteran entrepreneurship every day – and it’s partnerships like this one with Bunker Labs that helps us accomplish this mission. From coast-to-coast chapters, to the online “Bunker In a Box” course, Bunker Labs programs’ portfolio provides veterans with a unique array of options to empower entrepreneurial success. We’re excited for the opportunity to partner with such an innovator and leader and look forward to the progress to come.”

Barb Carson
Associate Administrator
U.S. Small Business Administration, Office of Veterans Business Development

“Through their military service, Veterans gain skills and experiences that contribute to starting and sustaining a small business. JPMorgan Chase is a leading small business lender with a long history of supporting the success of active-duty servicemembers, Veterans, and their spouses. Bunker Labs, a partner of JPMorgan Chase, has done a tremendous job of making entrepreneurship a viable path for our talented men and women Veterans by providing them with the tools necessary for small business success.”

Ross Brown
Head of Military and Veterans Affairs, Managing Director
JPMorgan Chase & Co.
The Opportunity

Bunker Labs supports military veterans throughout the journey of starting a business: from the idea stage—where active-duty service members are thinking about what to do post-service—to the growth stage of successful companies looking to hire, raise capital, and expand into new markets.

Our Impact Model

As of 2016 veterans owned 3 million businesses in the U.S. These businesses:
- Represented 9% of all U.S. businesses
- Generated $1.2 trillion in receipts
- Employed 5.8 million people
- Had an annual payroll of $210 billion

Military Veterans are 30% more likely to employ other veterans

36.4% of new veteran entrepreneurs indicated that they made use of one or more technologies while on active duty service that were of “direct relevance to the operation” of their new business

32% of new veteran entrepreneurs had classes while on active duty that would be “of direct relevance to the operation” of their new business enterprise or self-employment activity

52% of service-disabled veterans reported benefiting from technological training during active duty that was later of use in their business

Bunker Labs supports military veterans throughout the journey of starting a business: from the idea stage—where active-duty service members are thinking about what to do post-service—to the growth stage of successful companies looking to hire, raise capital, and expand into new markets.

Exposure
- Bunker Labs' online gamified entrepreneurial learning platform. Learn the basics of entrepreneurship through a 14-mission fully immersive online platform, earning rewards for completing tasks, networking and growing your idea.

Network
- Bunker Brews: A monthly meet-up or happy hour where Bunker Labs members and veterans alike can network with subject matter experts, investors and thought leaders, creating a robust community environment for growth and development.

Validation
- EPIC: Bunker Labs' 12-week entrepreneurial program for innovation and collaboration. Here, participants test their ideas, accelerate and build their businesses with help from thought leaders, industry experts, and other professionals.

Growth
- CEOCircle: A continuum of support for Bunker Labs' companies that have displayed higher level growth and traction. This group has a separate set of needs from those in the ideational phase, and the CEOCircle operates to serve those unique needs.
Bunker in a Box is an online, self-paced, free learning experience available to active duty as well as veterans around the world to learn the language of entrepreneurship, discover entrepreneurship as a career path, and do real-world planning for the preparation and launch of a business.

This 14-mission challenge is open to active duty service members who are preparing to separate, veterans, spouses, and non-veterans across the world.

25% of the people leaving the military want to become entrepreneurs. The chance to bring their vision to life, launch a company, and design their future is incredibly exciting. With Bunker In a Box, we have put together hundreds of hours of thought leadership to help military veterans and active duty service members learn the language of entrepreneurship and create their vision and plan.

Last year, we launched the MVP (minimal viable product) version of the Bunker in a Box challenge with over 1400 users. This year, we have set our sights on partnering with other Veteran Service Organizations to bring the challenge to over 50,000 veteran entrepreneurs.

Users walk through various mindset development missions and take part in community discussions to strengthen their learning. Along the way they gain experience points, earn ribbons, and can share their progress via social media to share their journey of entrepreneurship to their community.

“When Todd presented his vision for Bunker in a Box our team immediately saw the value. This tool will allow service members and veterans to access the service offerings of Bunker Lab’s programs remotely and will help drive participant growth and collaboration. The Bob Woodruff Foundation is thrilled to be a partner with Bunker Labs and looks forward to their continued success.”

Anne Marie Dougherty
Executive Director
Bob Woodruff Foundation
The key ingredient for helping veteran run start-ups is creating strong communities of support. On a national level, Bunker Labs has been fortunate to continue to build strong local and statewide veteran entrepreneur communities with the help of incredibly talented and passionate veterans dedicated to helping other veteran entrepreneurs become successful in their endeavors.

**RE:3D**  
*Austin, Texas*

re:3D is breaking through the current limitations of 3D printing to unlock new applications and growth markets worldwide. Gigabot, their flagship technology, enables industrial strength, large format 3D printing at an affordable price point.

"re:3D is critically dependent on introductions to strategic partners as we scale. Thanks to Bunker Labs Austin, we have had multiple opportunities to share our vision with corporate leaders such as Howard Schultz. The Bunker team and my fellow CEOcircle cohort are a cornerstone of my success and I’m proud to be a part of their force-multiplier network.”

*Samantha Snabes, CEO*

**WHEELZ ON TIME**  
*Chicago, Illinois*

Wheelz On Time is an online finance company providing new tire and auto repair financing to consumers at brick and mortar merchants. Offering a no credit needed purchase program that is an alternative to traditional financing.

"The Bunker is a great place to network, not only because you’re around people who are going through the same struggles you’re going through, but because you get feedback from people who have an outside perspective. They provide so much to us, free of charge, that we couldn’t have gotten on our own."

*Sandra Edwards, President and Founder*

**REFILL**  
*Columbus, Ohio*

Refill is an on-demand alcohol and snack delivery app, that provides a mobile market place for grocery stores, liquor stores, and sports stadiums.

"Bunker Labs has provided us an excellent working space, networking opportunities and mentoring.”

*Joshua Walker, CEO and Co-Founder*
NeuroFlow is a digital health solution that analyzes real-time biometric data to measure stress for mental health and enhanced performance applications.

“Bunker Labs in Philadelphia has been incredibly valuable in terms of resources (AWS, fundraising advice, etc) and connectivity to the broader business community - both with Veterans and non-Veterans. The networking factor has led to potential clients, investors and advisors.”

Christopher Molaro, CEO and Co-Founder

Divvy Investment’s mission is to help simplify retirement investing. We recommend asset allocation models and send alerts when the models need to be rebalanced.

“If you are a veteran who is interested in starting a business, run (don’t walk) to the nearest Bunker Labs. It is different from other programs in that there is another level of trust between veterans. We all genuinely want to collaborate to help each other succeed. Bunker Labs is the way to tap into the veteran network nationwide.”

Nick Bradfield, Founder

University Sitting is web/app platform that connects students at the University of Wisconsin pursuing degrees in education or nursing with parents in a flexible way to address babysitting needs.

“Bunker Labs has helped to make meaningful connections within the Wisconsin entrepreneurship community. Having that kind of support can get you meetings and in front of people that would otherwise be impossible for a veteran or even most other entrepreneurs.”

Brandon Drew Shields, Founder

Dark Cubed is a cybersecurity startup whose software tracks and displays incoming threats. The platform offers real-time visibility into the connections to and from any network, prioritized by threat level.

“Bunker Labs provided mentorship, fellowship, and education at a critical time for my company and me personally as a founder. It was such a rewarding experience and I highly recommend it to anyone interested in starting or growing their own company!”

Vince Crisler, CEO and Co-Founder
Bunker Labs platform program utilizes and provides technology solutions, mobile applications, and e-learning tools to improve our community experience, increase collaboration, and provide real-time insights and analytics used for organizational development.

**Bunker Labs Platforms**

Bunker in a Box Community APP

The Bunker in a Box platform is the next step in creating an interactive, self-motivating, and gamified educational program. Bunker in a Box is designed to inspire, educate, and connect community members.

www.BunkerinaBox.com

**Bunker in a Box**

Community APP

Bunker Labs Community App was designed to increase collaboration and productivity across our national network. It features an activity stream, private and group messaging, interactive event calendars, and a full backend admin analytics portal.

Available on iOS
Android coming Q2 2017

“We are proud to support Bunker Labs in the strategic expansion of their programming. Their work clearly aligns with our focus on funding entrepreneurship training that empowers veterans and helps them thrive in civilian careers.”

Robert Forrester
President and CEO,
Newman’s Own Foundation
In 2016 over 2,000 people at 12 different locations joined the Bunker Labs Builds America tour. Attendance was comprised of Active Duty Military, Veterans, Military Spouses, Reservists, National Guard and Civilians. Locations were filled with a diverse array of attendees. Members from other cities, Angel Investors, Subject Matter Experts, Serial Entrepreneurs, Venture Capitalists, Military Leaders, Political Figures, and dedicated community members came together to focus on inspiring and support military veterans on their journey to start and grow businesses.

2016 TOUR STATS

$27,000,000 + Capital Raised by Member Companies
$17,500,000 + Revenue Generated by Member Companies
4,100,000 + Impressions Made on Twitter with Event Hashtag
2,500,000 + Accounts Reached on Twitter with Event Hashtag
22,816 + Miles Traveled on 2016 Tour
20,000 + Times the Tour App has been Used
2,000 + Tour App Downloads
420 + Photos Shared on the Tour App
400 + Connections Made on the Tour App
253 + Veteran Companies Pitched Their Businesses
200 + Conversations on the Tour App
175 + Guest Speakers on 2016 Tour
12 + Musters Held Across the Country
#1 + Organization for Veteran Entrepreneurs

SELECT SPEAKERS

General Neller
Commandant of the Marine Corps
Guy Kawasaki
Cofounder, Alltop.com, Author and Speaker
Erica Jeffries
Director, Illinois Department of Veterans Affairs
Tammy Duckworth
United States Senator for Illinois
Our Success Metrics

The key ingredient for helping veteran-led startups is creating strong communities of support. On a national level, Bunker Labs has been fortunate to continue to build strong local and statewide veteran entrepreneur communities with the help of incredibly talented and passionate veterans dedicated to helping other veteran entrepreneurs become successful in their endeavors.

- **$50,065,037** Revenue generated by participating startups *
- **1.8 years** Startups’ average time in business
- **$28,435,247** Capital raised by participating startups
- **1,691** New business connections made through Bunker Labs
- **363** Startups who have completed Bunker Labs programs nationwide to date
- **1,170+** Jobs created by participating startups
- **173+** Jobs created for military veterans

*Excludes companies which have individually generated more than 1P million in revenue.
“You should be building a business that is uniquely positioned around who you are, who you know, and what you care about. If you are the only person who has the networks, vision, and capacity to bring this business to life then you are in pursuit of something significant.”

Todd Connor, Bunker Labs, CEO

Bunker Labs

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