

“No single course of study is more perfectly suited for people with military experience than Entrepreneurship”



**Bill Sherrill, former USMC,  
Line Sgt. Purple Heart  
Recipient, Iwo Jima, Founder  
of the Entrepreneurship  
Program at the University of  
Houston**

**Wolff Center for Entrepreneurship.**

# COMMENTS

This is Bill Sherrill. It is an honor to address you and thank you for your military service to our country. I'm inviting you to become part of a very special course of study at the Bauer College of Business. Dan Steppe and some other folks are building a program that attracts people with your special qualifications and characteristics. In short, I believe no single course of study is more perfectly suited for persons with military experience than this program in entrepreneurship.

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# Entrepreneurs

Deal with Risk

Overcome Fears

Are Leaders

Achieve

Results/Mission

Endure Difficult

Conditions

Adapt to Change

Apply technology

Sacrifice

Operate Independently

Are Courageous

Develop Plans

Execute Plans

Are Disciplined

Are Persistent

Have a Sense of Purpose

Are Passionate

Have Strong Ethics

Inspire Others

Thrive on Achievement

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# COMMENTS

When studying the qualities and behaviors of entrepreneurs...they tend to be a fairly different breed of person. Entrepreneurs have this remarkable ability to do these things.

# Military Veterans

Deal with Risk

Overcome Fears

Leadership

Results/Mission

Endure Difficult  
Conditions

Adapt to Change

Apply technology

Able to Sacrifice

Operate Independently

Courageous

Planning

Executing

Discipline

Persistence

Sense of Purpose

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Strong Ethics

Inspire Others

Thrives on Achievement.

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# COMMENTS

Now comes the interesting point, and that is when you look over the qualities and actions of men and women with military experience...you know what you find? Exactly the same list.

# Purpose

This program reflects a belief that there is a unique relationship between Entrepreneurship and U.S. Military Service

Act now to help create and become a part of this Military Entrepreneurship Program.

I'm encouraging you to act today to be part of this program.

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# COMMENTS

So the first purpose of my talk was to show you the remarkable relationship between Entrepreneurship and U. S. Military Service.

The second purpose is to extend a personal invitation for you to help us create an Entrepreneurship Program fitted to veterans.

Finally, I encourage you to act now in signing up for this program.

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# Entrepreneurship is Sweeping the World

- 70% of new jobs from Entrepreneurs
- Entrepreneurs Commercialize Ideas, Commercialize Technologies and save Economies
- People from all over the world are seeking to understand and become Entrepreneurs
- Many are coming right here to U of H.

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# COMMENTS

Entrepreneurship is a very hot course of study the world over. Research shows that over the past 10 years—70% of the new jobs that were created came from entrepreneurs.

It doesn't matter what field of study you are taking, this entrepreneurial spirit helps lift ideas from the class room to the market, and the formation of small business has been and will continue to be the best hope of revitalizing economies. People from all over the world have latched on to this idea of entrepreneurship and a lot of them are right here today at the U of H.

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# Princeton Review and Entrepreneurship Magazine

## Top Undergraduate Programs

### 1. University of Houston

2. Babson College

3. Drexel University

4. Dayton

5. University of Arizona

6. Temple University

7. DePaul University

8. University of Oklahoma

9. University of Southern California

10. Chapman

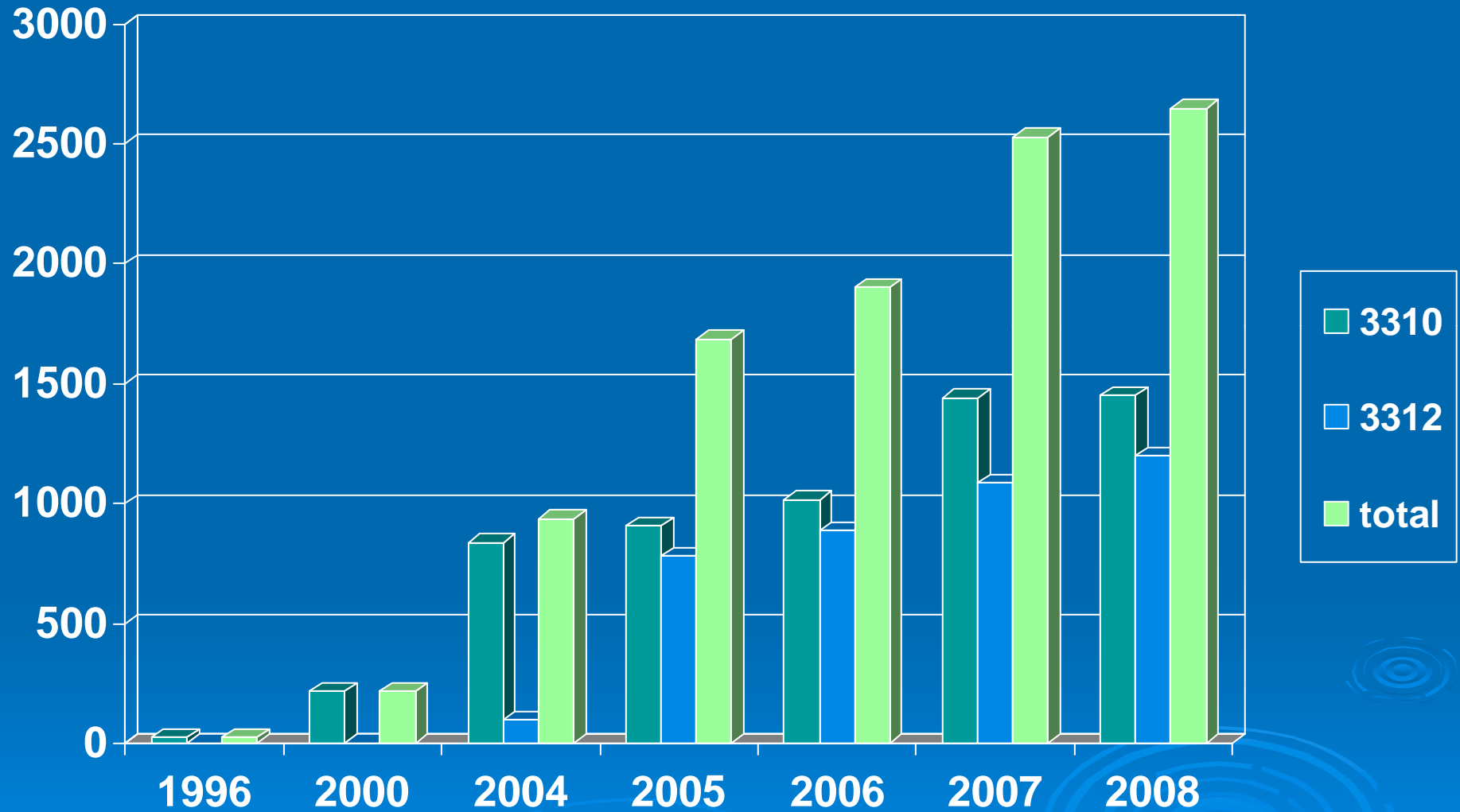
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# COMMENTS

The U.S. Military is the best force on earth and it's always good to be associated with excellence. This past year the University of Houston was ranked the Number One Entrepreneurship Program in the Nation. This may sound like bragging, but in Texas there's an old saying..."If you can do it....it ain't bragging."

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# Entrepreneurship at U. of H.



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# COMMENTS

I've had the great honor to be part of this program since its inception in 1993. At that time we started with 30 students and today we have over 2,500. The majority of students who sign up for Entrepreneurship aren't in the College of Business. But, it doesn't matter. This training is good wherever you go with your career.

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# Role of Entrepreneurship Education

**Military Experience**



**Entrepreneurial  
Education**



**Future**

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# COMMENTS

The intent is to bring two strong forces together to help shape your future--the military experience you already possess and an understanding of entrepreneurship. Together these experiences will make your future brighter.

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# Basic Training

- ENTR 3310  
Entrepreneurship
- ENTR 3312  
Corporate Entrepreneurship

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# COMMENTS

As in the military, there is basic training. In this case Basic Training consists of two courses: Entr 3310 and Entr 3312.

# ENTR 3310 Entrepreneurship

## Benefits You In Any Field

- Fundamentals of The Business Process
  - Revenue
  - Cost
  - Capital
- Analyzing Any Business Ideas
- Insights in Products/Markets/Services
- Basics of gathering start-up equity.

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# COMMENTS

Course #3310 is the Introduction to Entrepreneurship and teaches you the basic process of business. It is revenue, cost and capital. You gain understanding that Revenue, Cost and Capital are the foundation of every business. That will help you evaluate and develop your own products and services and is the basis for gathering the equity to start a company. In short, you will be able to answer the question, “Does this idea make sense?”

Whether you decide to become an entrepreneur and someday start your own business, or you decide to go to work for a company...the skills, insights and perspective you gain from Entrepreneurship Training will be invaluable.

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# ENTR 3312 Entrepreneurship Benefits You In Any Field

- Assumes at some point in your career you work for a company
- How to become vital to that company
- “Big Picture” of how pieces fit
- Creating Change
- Growing Brands

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# COMMENTS

#3312 Corporate Entrepreneurship teaches you how to become a vital part of any corporation, not just a number. You gain a perspective of how each piece of the business fits and how to initiate ideas to change and grow the corporation. Since corporations are constantly struggling with new product development and creating equity for their brands...your entrepreneurship experience will be valued inside the corporation.

# Survive Basic Training

- Completion of these two courses earns a Corporate Entrepreneurship Certificate from the Bauer College of Business
- Enormous benefit to **your resume!**

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# COMMENTS

When you complete this basic training, lots of good things come along. First, you will be awarded a Corporate Entrepreneurship Certificate from the Bauer College of Business. This recognition will reinforce which ever major you have selected.

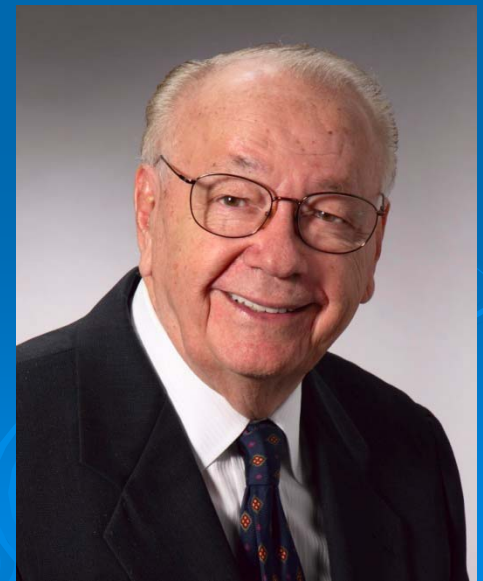
This Entrepreneurship Certificate will add lasting value to your resume.

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# Sign-up

- ENTR 3310 Entrepreneurship
- 10 AM Tuesday and Thursday
- Course Leader—Bill Sherrill, USMC and Founder of Entrepreneurship Program at U of H.



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# COMMENTS

It is always good to be associated with excellence. I would be proud if you would accept this invitation and come join my class which is held 10 a.m. Tuesday and Thursday. This program has my highest recommendation. This will be the first program to couple entrepreneurship with military experience and I'm asking for your participation.

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# Sign up Here

1. Sign-Up at [www.my.uh.edu](http://www.my.uh.edu) and enter your PeopleSoft ID and password to register.
2. Go to UH self-service.
3. Go to Student Center.
4. Go to Add a Class.
5. Click the semester/year and then click Continue.
6. Enter the class number 11042 and/or 11020.
7. Click on Next.
8. Click on Proceed to Step 2 of 3.
9. Click Finish Enrolling.

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# COMMENTS

Here's the information you'll need to enroll.

Thank you for your time. I appreciate your military service and I hope you will become part of our effort to create something special for veterans here at the University of Houston.

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