



SOMETHING'S MISSING IN THE WORLD OF

ENTREPRENEURSHIP

AND THE SOLUTION IS INSIDE

The Start Squad Academy's "Look Book"

Everything your community college needs to
enhance your entrepreneurial training program.

The **START Squad ACADEMY**

The Problems

You know entrepreneurship is overly romanticized when there's a "hustle to FAIL" culture, yet ~5 million new businesses are registered each year.
- Damian Niolet (Founder & President of The Start Squad Academy)



STUDENTS

Most students want intensive training, but are forced to stay within a comfortable range of fundamental topics that appeal to the masses.



INSTRUCTORS

Most instructors fixate on the "hustle to fail" culture—encouraging failure and citing unicorns as prime examples of success.



PROFESSIONALS

Most startups struggle because the founding members' readiness, particularly in the way of knowledge skills, was not verified.

35%

FAILURE TO LAUNCH

Percentage of startups that fail due to "lack of need in the market," which could have easily been avoided.*

38%

FAILURE TO ACCELERATE

Percentage of businesses that fail due to running out of cash or being unable to raise additional capital.*

75%

FAILURE TO POSITION

Percentage of venture-backed businesses that fail due detrimental mistakes in marketing strategy.*

ONE MORE
STAT TO CONSIDER:

\$3K

AVERAGE COST TO START

This may not seem like a lot, but for many startup founders, it's 7.5% of their annual income.

The Solution

SUCCESS TRAINING IN ENTREPRENEURSHIP PROGRAM

This is the best **STEP** you can take to
secure your entrepreneurial future.

And Step 1 is rewiring your entrepreneurial mindset with these 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

Keep in mind, entrepreneurship is like jumping off a cliff without a parachute — you'll definitely get somewhere, but you won't enjoy the trip.



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.

STEP, Step-by-step

Built on the idea **ANY** business could succeed with the right support

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

As such, 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).

Phase **Launching - Problem/Solution Fit**

1

STEP 1: **SHIFT** - REWIRE YOUR MIND W/ FOUR PRINCIPLES

STEP 2: **UNFOLD** - CRITICALLY ASSESS YOUR SITUATION

STEP 3: **CONCEIVE** - CAPTURE VISION IN PITCHES

Phase **Accelerating - Solution/Market Fit**

2

STEP 4: **CRITIQUE** - SEEK CONSTRUCTIVE FEEDBACK

STEP 5: **EXECUTE** - LAUNCH & FOCUS ON SALES

STEP 6: **EVALUATE** - GAUGING PERFORMANCE VIA FAILURES

Phase **Positioning - Market/Pivot Fit**

3

STEP 7: **DEVELOP** - RAMPING UP THE TEAM FOR PIVOTS

STEP 8: **ESTABLISH** - LOCK IN BEST PRACTICE

STEP 9: **DISCIPLINE** - REVERSE ENGINEER DOMINATION

Outlines are
great, but what's
the vision for
STEP?

LOWER THE % OF FAILURES.



AT LEAST

70%

OF STARTUPS FAIL
WITHIN FIRST THREE
YEARS, BUT SOME
ESTIMATES ARE
UPWARDS OF 90%.*

*While the definition of "failure" is up for debate, there's no doubt more businesses are closing than sustaining operations, considering the fact ~45M new business were started in the US since 2015, yet there are only ~33.2M active businesses in the US today. ~12M businesses (plus those before 2015) couldn't have all been acquired.

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

BUT IT ALL STARTS WITH KNOWING YOUR ENTREPRENEURIAL TYPE. AND HOW DO WE DO THAT?

The Entrepreneurial Type Indicator (ETI)

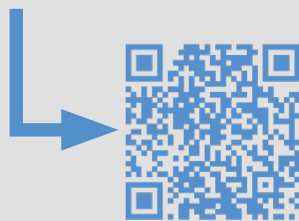
Your entrepreneurial identity isn't a label – it's a map. The **ETI** is your compass.

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

How does the ETI work?

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

- Service-driven
- Empathy/Community
- People first

EFFECTIVE

- Mastery-driven
- Systems/Processes
- Expertise first

INVENTIVE

- Creativity-driven
- Innovation/Disruption
- New ideas first

OPPORTUNISTIC

- Reward-driven
- Profitability/Growth
- Efficiency first

ETI

Personalities are being used for educational purposes only.



Rob Mather

Altruistic + Altruistic

A + A

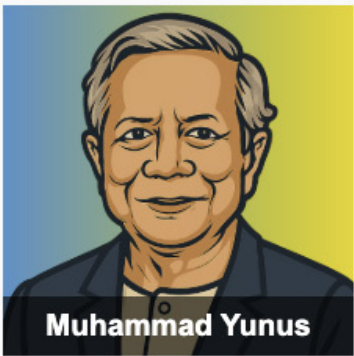
PURE ALTRUIST

Rob Mather is the polar opposite of Pure Opportunists like Ray Kroc because he put people ahead of profits most of the time.



Ai Weiwei

Altruistic + Inventive



Muhammad Yunus

Altruistic + Opportunistic

E + I

EXPERT INVENTOR

Unlike Jony Ive, James Dyson was an engineer who knew his field so well, he could see we had yet to hit the limits of what vacuums can do.



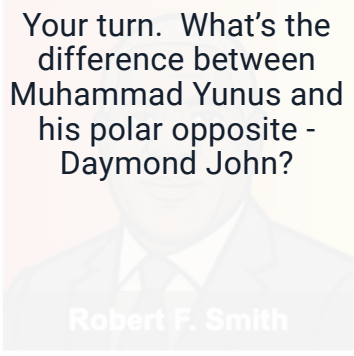
Tim Ferris

Effective + Effective



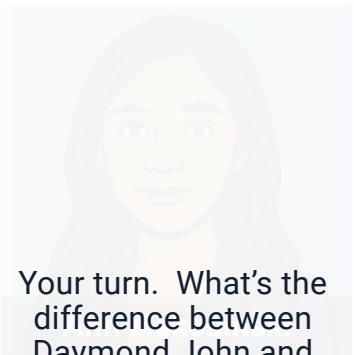
James Dyson

Effective + Inventive



Robert F. Smith

Effective + Opportunistic



Your turn. What's the difference between Daymond John and his polar opposite - Muhammad Yunus?



Jony Ive

Inventive + Effective



Michio Kaku

Inventive + Inventive



Ray Kroc

Opportunistic + Opportunistic

O + O

PURE OPPORTUNIST

Ray Kroc is the polar opposite of Pure Altruists because he put profits ahead of people most of the time... just ask the McDonald brothers.



Daymond John

Opportunistic + Altruistic



Mark Cuban

Opportunistic + Effective



Ray Kroc

Opportunistic + Opportunistic

These are just a few examples of how the ETI captures **YOUR** entrepreneurial drives and behaviors.

The Sixteen Subtypes

Business Readiness Insights

The ETI utilizes a “freemium” business model, where anyone can take the assessment and obtain **Concise** Business Readiness Insights at no cost. In fact, you can discover your entrepreneurial type right now at entrepreneurialtypeindicator.com.

Concise Results
Comprehensive Results
STEP Workshop

Ideal Business Fit This feature will get better over time as we compare results against successful entrepreneurs and determine your type’s most suitable business(es).	✓	✓	✓
Ideal Collaborative Match This feature leverages the power of the psychometric framework upon which the ETI was built to determine which types could relieve some of your tensions.	✓	✓	✓
Startup Strategy Roadmap Essentially an outline of the tasks involved in STEP, but one that personalizes the roadmap according to your circumstances, such as state of residence.	✓	✓	✓
Instructions Accompanying Roadmap The outline of tasks above is great, but it lacks the in-depth guidance you get with Comprehensive Results, including discounted access to resources.		✓	✓
Lifetime Access to Updates As the world changes, so too will the curriculum underpinning STEP, so rest assured you’ll always have the latest information and instruction.		✓	✓
Entrepreneurial Mentorship In partnership with selected community colleges, we conduct STEP workshops, attracting local business leaders to provide you with mentorship.			✓
Business Partner Curation If you don’t end up finding a partner during one of our team-oriented STEP workshops, then we can tap the ETI to help us find you one . . . or more!			✓

Those who want more actionable guidance can opt for **Comprehensive** Business Readiness Insights and/or register for a STEP **workshop** at the prices listed to the right.

\$0 \$24.99 \$499

PRODUCTS & SERVICES

This discipline covers designing, pricing, and evolving your offering to meet validated needs—defining minimum viable products, feature roadmaps, and growth pipelines.



OPERATIONS & LOGISTICS

Executing your vision requires reliable processes, resource planning, and workflows. This focal area ensures that production, fulfillment, and support run smoothly as you scale.

MARKETING & RETAINING

Attraction and retention are the lifeblood of growth. Founders learn to segment audiences, craft resonant messages, build effective funnels, and foster loyalty through feedback loops and incentivization.



LEGALIZING & ACCOUNTING

Compliance, financial controls, and governance protect your venture and build credibility. From entity formation to audits, this discipline embeds legal and fiscal rigor into your daily life.

What makes STEP so powerful, besides everything we’ve said up to this point, is the fact we categorize every task into **color-coded disciplines**, that way participants know when they may be working on a task that causes significant internal tensions.

Tailored AND Deliverable-focused

Step 1: Personal Mission Statement

Step 2: Business Model Canvas

Step 3: Pitch Presentations

Step 4: Business Plan

Step 5: Sales Funnel

Besides being mediocre, most entrepreneurial programs toss topics together like a weak potpourri, with no intention of gradually building upon previous lessons learned. **STEP** requires a deliverable at the end of every step.

STEP 5-Day Bootcamp

We have revenue-sharing packages, including both [STEP](#) (as a 5-day Bootcamp) and the [ETI](#), so your community college can join the Squad in its mission of plotting pathways to entrepreneurial success.



LEAD INSTRUCTOR:
DAMIAN NIOLET
FOUNDER OF THE START
SQUAD ACADEMY

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	BY THE NUMBERS
BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST = ~\$600 PER DAY ~\$3K FOR THE WEEK
VETERAN ENTREPRENEURSHIP 101	STEP 2: UNFOLD	STEP 3: CONCEIVE	STEP 4: CRITIQUE	STEP 5: EXECUTE	PARTICIPANTS = MAX OF 24 PER COHORT
OVERVIEW OF STEP	STEP 2: UNFOLD	STEP 3: CONCEIVE	STEP 4: CRITIQUE	STEP 5: EXECUTE	CERTIFIED COURSEWORK = 30 HOURS
LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH = ~\$900 PER DAY ~\$4.5K FOR THE WEEK
16 ENTREPRENEURIAL SUBTYPES	BUSINESS MODEL CANVAS OVERVIEW	PITCHES & PRESENTATIONS	LEAN BUSINESS PLAN & EXECUTIVE SUMMARY	SALES FUNNEL & CUSTOMER JOURNEY	INSTRUCTORS* = MINIMUM OF 6 IDEALLY 12
DISC TOSS ACTIVITY	TEAM ACTIVITY	TEAM ACTIVITY	TEAM ACTIVITY	TEAM ACTIVITY	TEAMS = 6 TEAMS OF 4 2 TEAMS PER ROOM
STEP 1: SHIFT	TEAM ACTIVITY	TEAM ACTIVITY	TEAM ACTIVITY	TEAM ACTIVITY	FACILITATORS* = MINIMUM OF 6 IDEALLY 12
REFLECTION	REFLECTION	REFLECTION	REFLECTION	REFLECTION	COHORTS = 1 PER SEMESTER 3 PER YEAR

*Instructors also serve as Facilitators

Sponsorship & Partnership Opportunities

NOTE: Higher tiers retain lower tier benefits

The Start Squad Academy is offering the following opportunities to sponsor our activities and/or work with us to achieve our vision of helping entrepreneurs succeed. We are a 501(c)(3) public charity and all donations are tax-deductible to the fullest extent allowed by law.

	TIER1	TIER2	TIER3	TIER4
	RANGE: \$100 - \$249 OPENINGS: UNLIMITED	RANGE: \$249 - \$499 OPENINGS: 20 - 40	RANGE: \$500 - \$999 OPENINGS: 24	RANGE: \$1000 & up OPENINGS: 1
ETI <ul style="list-style-type: none">• Popup ads• Highlight company• Partnership referrals• “Powered-by” notices Dozens of Daily Active Users	NEED: Hosting costs. BENEFITS: Display popup add (image & text only) in guides; only to “freemium” users	NEED: Maintenance costs. BENEFITS: Mention company in guides and place logo on sponsor page.	NEED: Refinement costs. BENEFITS: Clickable referral to a product or service mentioned in guides.	NEED: Development costs. BENEFITS: Clickable “Powered-by” notice at the bottom of every page for a period of time.
Workbooks <ul style="list-style-type: none">• Logo on sponsor page• Profile company success• Full page ad between steps• “Presented by” honorary title Print and digital versions	NEED: Development costs. BENEFITS: Logo on sponsor page, which will appear towards the back.	NEED: Proofing costs. BENEFITS: Half-page profile on a recent company success.	NEED: Graphic design costs. BENEFITS: Full-page ad of your choosing.	NEED: Print & binding workbooks. BENEFITS: “Presented by” notice on the bottom of the front cover for a period of time.
5-Day Bootcamp <ul style="list-style-type: none">• Signage• Announcement• Recognition online• “Sponsor of the Day” title Attended by upwards of 50	NEED: Beverages. BENEFITS: Small thank you sign, with company logo, displayed in the beverage area.	NEED: Box meals. BENEFITS: Signage and dedicated time during workshop to highlight and thank you.	NEED: Tuition for participants. BENEFITS: Recognition across online presence, particularly recap blogs/vlogs.	NEED: Venue for the day or week. BENEFITS: Granted “Sponsor of the Day” honors, to include media coverage.

Business Partners

Besides the opportunities above, we will also be spearheading several entrepreneurial ecosystem building initiatives with our business partners, including Santa Fe, CIED, FAVOB, NACCE, FBIA, Veterans Florida, SkillBridge, the VA, Alachua County Veteran Services, and many more!

A few of Our Upcoming Initiatives:

- Stand up GNV FAVOB Growth Hub
- Veteran-Owned Business Directory
- Easier VA claims filing & reporting
- AI prompting & freelancing certs.
- Thorough workshop on pitching
- Pitch competitions (up to of \$20K)





About Damian Niolet

An unequivocal product of his generation, that of “Xennials” or “Goonies,” Damian Niolet grew up fascinated by both the “fiction” and “realities” of the 80’s, making him equal parts creative and analytical. Starting in 2004, he parlayed this duality into 10+ years of service in the Air Force as a Russian Cryptologic Linguist / Intelligence Analyst, receiving a Presidential Commendation Medal in 2009. Thinking he would be a military careerist, he went on to earn a Bachelor of Science in Strategic Intelligence from the National Intelligence University in 2010 – a degree which increased his capacity to intuit innovative, yet structured analytic techniques. Ultimately, Damian’s entrepreneurial spirit demanded to spread its wings, so he obtained a Master in Entrepreneurship from Western Carolina University before separating in 2015. Today, still employing his “artsylitical” nature, but driven by his commitment to peace, passion, power, and prosperity, he aims to revolutionize how we think about ourselves, our societies, and the systems that hold it all together, through multiple companies, which are at varying levels of development.

“
**ANY STARTUP
COULD SUCCEED
WITH THE RIGHT KIND OF
ENTREPRENEURIAL SUPPORT.**”

About The Start Squad Academy

The primary company Damian is focused on is The Start Squad Academy, and by extension The Start Squad, which are [strategically positioned at the crossroads of workforce development and entrepreneurship](#). In partnership with community colleges, and beginning by revealing one’s “entrepreneurial type,” The Start Squad Academy (a nonprofit) trains the entrepreneurs of tomorrow, providing not only the how-to knowledge for starting a business, but also the brass tacks skills needed to do so, such as copy writing, graphic design, web development, etc. Because established corporations also demand those skills, The Start Squad (a for-profit) offers graduates the opportunity to work as independent freelancers under The Start Squad brand and on its proprietary SaaS platform, allowing them to gain some mileage before hitting the road on their own. By credentialing, vetting, and curating freelancers on a regional basis on behalf of corporations, [The Start Squad is essentially disrupting the freelancer industry by flipping it upside down and proving the market demand for localized freelancing at scale](#). And that is why The Start Squad’s slogan is “Hire local. Grow global. Repeat often.”



Thanks for Looking!

Please reach out with any questions!

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