



**PATRIOT  
BOOT CAMP**  
ACTIVATE • MENTOR • CREATE

## Startups Conquering COVID





## PATRIOT BOOT CAMP MISSION STATEMENT

To assemble and activate an inclusive community that advances military members, veterans and military spouses in their mission to become creators, innovators, and entrepreneurs leading the new economy.



Dear Patriot Boot Camp Community,

COVID-19 has wreaked havoc on small businesses across America and is waging war on the future of entrepreneurs. Rather than retreat or wait until the smoke has cleared, our Patriot Boot Camp alumni jumped right into battle to fight for their companies, employees, customers, and families.

**Patriot Boot Camp 1000+ alumni entrepreneurs are uniquely prepared for this exact moment in time, in part, due to their military training.**

We have seen incredible support from our sponsors, civilian advocates, mentors, and volunteers to help these companies not only survive but thrive under these unprecedented conditions.

Unfortunately, COVID-19 forced some of our alumni companies to shut their doors or pivot to survive. However, entrepreneurship is in their blood, just like their service will always be a part of who they are.

**Veteran and military spouse entrepreneurs do not surrender.**

Please take a moment to review just a small list of our incredible Patriot Boot Camp alumni, composed of both veterans and military spouse founders, who continue to serve by creating jobs, solving complex issues, boosting the economy, and giving back to our great nation over these past few months.

PBC alumni companies founded by veterans:

- **Andreas Newman, UAV-IQ**, provides biological control by drone to release beneficial insects exactly where and when needed to suppress pests.

*We have set a goal to raise \$500,000 by January 1, 2021, to provide additional programming to ensure we leave no military entrepreneur behind.*



- **Charles Cathlin**, Co-Founder and CEO of **TruGenomix**, a precision behavioral health company advancing the diagnosis and treatment of PTSD through TruGen-1, a patented genomic biomarker assay, and the TruGenomix Platform, an evidence-based decision support tool.

Active duty military spouse founders:

- **Erica McMannes** and **Liza Rodewald**, who founded **Instant Teams**, a software company fueled by a remote workforce of 10,000+ military spouses geolocated around the world enabling 24/7 support. Instant Teams just hired their 78th W2 employee. They also manage over thirty-two 1099 contractors.
- **Michele Atkinson**, founder of **Contract Cloud**, a user-friendly platform that helps small businesses find, track, and respond to government RFPs with fewer resources. Their customers have won contracts over \$113 million since starting in 2017.

Purposeful networks created through Patriot Boot Camp are critical to success for entrepreneurs.

Michele recently connected with fellow PBC alumni, Erica and Liza of **Instant Teams**, to use their platform to hire military spouses to work remotely for **Contract Cloud**.

These American entrepreneurs have faithfully served our country, and we are asking you to now believe and invest in them.

### **People ask all the time, “What can I do to help?”**

We are inviting individuals, foundations and companies to donate to Patriot Boot Camp (PBC) to support those who continue to serve our country as business leaders and hire fellow service members, spouses, veterans, reservists, and civilians.

Our intensive entrepreneurial programs equip our community with the foundation they need to start and scale their businesses.

Patriot Boot Camp is different from other veteran and military spouse entrepreneur programs because we are laser-focused on technology-based startups with measurable results, extraordinary growth, and extreme impact.

PBC is a competitive, highly selective program with an extensive application and a limited number of entrepreneurs selected per program. This intense process yields startups that are diverse in both demographic backgrounds and their industries.

We had 430 veterans and military spouse technology-focused entrepreneurs apply for our last program in March 2020. Currently, we only accept 50 per program, turning away almost 400 incredible entrepreneurs.

We currently run 3 - 4 programs nationwide per year, and we aim to double this next year.

Your donation will help us increase programming to meet this unprecedented demand for Patriot Boot Camp. Patriot Boot Camp is a 501(c)3 nonprofit awarded the Guidestar's Platinum Level and we rely on sponsors and individual donors to make it all possible. Every donation/funding amount - large or small - is crucial, with over 80% of your funding going directly to our programs.

Click [here](#) to make a tax-deductible donation.


If you are interested in becoming a sponsor and directly engage with our 1000+ Patriot Boot Camp startups, please contact me at [jen@patriotbootcamp.org](mailto:jen@patriotbootcamp.org).

We will continue to provide the best virtual programming until it is safe for our traditional 3-day boot camps to return in-person. We will then provide both in-person and virtual programming to reach more military founders around the world.

To learn more about our programs and alumni, please visit our [website](#).

We look forward to you joining the Patriot Boot Camp family.

Keep growing,



**Jen Pilcher**  
CEO, Patriot Boot Camp  
PBC Alumna, DC 2013





David L. Calone  
President & CEO  
Jove Equity Partners, LLC

Patriot Boot Camp  
Chairman of the Board

The vision of Patriot Boot Camp is simple: those who have helped defend our country should have the opportunity to put their entrepreneurial talents to use to help build our country's future. As a nation, we need more entrepreneurs, more innovators and more people who can take ideas and make them into job-creating companies. It is essential that we re-embrace that spirit as the building block of our American economy and it is more important now than ever as our interconnected world means that we are competing every minute of every day against people from all around the planet. Patriot Boot Camp works to ensure that everyone who has the entrepreneurial instinct has the information and resources they need to pursue their dreams and to move our country forward.

# Just a small sample of massive growth from our alumni over the past few months...

## Awards

- **Lamine Zarrad, Joust**, selected by **SXSW-South by Southwest** as a finalist for the Interactive Innovation Award in the New Economy category.
- **Ryan Hogan, Hunt a Killer**, #6 on the Inc. 5000 list from Inc. Magazine. With a staggering 20,484.9% growth rate in under three years, increasing the number of employees from 51 to 100.
- **Michael Fraser, Refactr**, was named by CRN®, a brand of The Channel Company, to its 2020 Emerging Vendors list in the Security category. This annual list honors new, rising technology suppliers that exhibit great promise in shaping the channel's future success with their dedication to innovation.
- **Charles Cathlin, TruGenomix**, won the U.S. Veteran Startup of the Year Award and was fast-tracked as a semifinalist to pitch at the Startup of the Year Summit this fall.
- **Andreas Newman, UAV-IQ**, was recently selected by the Larta Institute as a Showcase Presenter for their 2020 Ag Innovation Showcase and solidified a partnership with Koppert Biological Systems, one of the world's largest players in the biological pest control for the agriculture industry.
- **Akilah Kamaria, Bradán Healthtec**, (FemTech), won the MIT Hacking Medicine competition for best post-surgical complication innovation.
- **Nick Culbertson, Protenus**, named one of Forbes' Best Startup Employers in 2020.
  - Protenus selected as one of the Best Places to Work In Healthcare for third consecutive year.
  - Protenus named to the 2020 CB Insights Digital Health 150 - List of Most Innovative Digital Health Startups for second consecutive year.
  - Protenus just hired their 113th employee.

## Raising Capital



over  
**\$28 M**  
in raised capital  
and counting...

- **Liza Rodewald** and **Erica McMannes**, **Instant Teams**, announced a \$1.5 million round of financing. Revenue to date: \$2.8 million.
- **Nick Culbertson**, **Protenus**, raised \$17 million in Series C Funding.
- **Herbert Dwyer**, **EMPEQ**, raised \$1 million to date.
- **Charles Cathlin**, **TruGenomix**, successfully closed its first seed round, \$1.7 million in funding to date.
- **Daniel Luntz**, **Capsulomics**, established a \$3.7 Million NIH-funded research collaboration with Johns Hopkins University.
- **Ali Ahmadi**, **TCARE** closed \$3M in financing to support family caregivers with participation of SixThirty, Aflac Ventures and Blu Ventures.

## Recent Successful Exits

(PBC has 10+ successful alumni exits)

- **Greg Adams** and **Stephen Riley**, **Stabilitas**, raised \$5 million before being acquired by **OnSolve**.
- **Lamine Zarrad**, **Joust**, raised \$4.6 million before being acquired by ZenBusiness.

## Alumni companies working on COVID solutions

- **Richard Moreno**, **Health Holdings, LLC**
- **John Denning**, **Well Advised, Inc.**
- **Mike Hutchings**, **Combined Arms**
- **Andreas Neuman**, **UAV-IQ**
- **Herbert Dwyer**, **EMPEQ**
- **Charles Cathlin**, **TruGenomix**

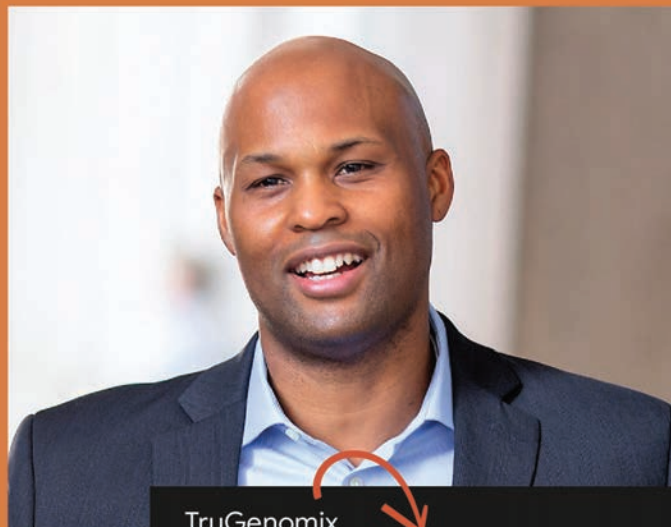
## Grants, Contracts, SBIR and STTR Awards

PBC alumni have won over \$8.5 million in grants, contracts, and SBIR & STTR Awards - Small Business Innovation Research and Small Business Technology Transfer Program.

- **Michele Atkinson, Contract Cloud** - Phase 1 SBIR \$50,000 through AFWERX
- **Eric Miller, Piacet** - Phase I SBIR \$50,000 through AFWERX
- **Michael Fraser, Refactr** - Phase I SBIR \$50,000 through AFWERX
- **Herbert Dwyer, EMPEQ** - Phase I SBIR \$50,000 through AFWERX
- **Daniel Lunz, Capsulomics** - Awarded \$350K through STTR
  
- **Travis Sorensen, Oddball**
  - Awarded a Phase I SBIR \$50,000
  - Awarded a Phase 2 SBIR for \$1.3 million
  - Awarded a Phase I STTR for \$50,000
  
- **Charles Cathlin, TruGenomix**
  - Awarded a \$100,000 grant from the University of Maryland through the Maryland Industrial Partnerships (MIPS) program.
  
- **Richard Moreno, Health Holdings, LLC**
  - Secured a \$250,000 NSF Grant - Advanced Perimetry Test (Visual Field Testing).
  - Awarded \$7 million COVID USG Contracts - Indian Health System.
  - Contract with the Veterans Administration.



over  
**\$8.5M**  
won in grants, contracts and  
SBIR & STTR Awards



TruGenomix

Charles Cathlin

Black Founders Fund // Google for Startups

*Charles Cathlin, founder of TruGenomix, received \$100,000 in non-dilutive capital and hands-on support as a recipient of the newly announced Google for Startups Black Founders Fund.*

In 2012, I attended the first Patriot Boot Camp (PBC) event. I presented a business concept supporting veterans and service members working to overcome behavioral and mental health challenges. The mentorship and feedback I received were invaluable and eventually culminated in the founding of TruGenomix in 2017. Eight years later, PBC and its first-class team continue to provide invaluable support to TruGenomix and many other veteran-founded companies.

Charles Cathlin, MPH  
CEO & Co-Founder  
TruGenomix  
DC 2012

## PBC Unique Partnerships



Partnership with Google for Startups - PBC was selected as one of their 80 Global Partners

- Patriot Boot Camp was awarded COVID-19 Relief funding of \$50,000 from Google for our programming efforts during the pandemic.
- **PBC Alumni Accepted into Google for Startups Sales Academy**
  - **Chelsea Mandello, [Troopster](#)**
  - **Daniel Lunz, [Capsulomics](#)**
  - **Eric Miller, [PIACET](#)**
  - **Michael Fraser, [Refactr](#)**
  - **Erica McMannes, [Instant Teams](#)**
  - **Liza Rodewald, [Instant Teams](#)**
  - **Adam Bixler, [Ultru Security](#)**
  - **Charles Cathlin, [TruGenomix](#)**
  - **Patricia Izquierdo, [Daasly](#)**
  - **Jacer Collins, [Occuance](#)**



PBC's Partnership with Techstars

- Techstars' executives participated in PBC LIVE Lunch and Learn series
  - **David Brown**, Co-Founder & CEO, **[Techstars](#)**
  - **David Drach**, VP Innovation Sales, **[Techstars](#)**
  - **Taylor McLemore**, Managing Director, **[Techstars Workforce Development Accelerator](#)**
  - **Warren Katz**, Managing Director, **[Air Force Accelerator Powered by Techstars](#)**

### Founders Accepted to Techstars in 2020

- **Donna Sanders, [Virimodo](#)** - Accepted to The Techstars Alabama EnergyTech Accelerator, Fall 2020.

### Techstars Alumni Graduated in 2020

- **Michele Atkinson, [Contract Cloud](#)** - Accepted and graduated from Chicago's Techstars Accelerator. She is PBC's first active-duty military spouse to be accepted into a Techstars program.



16

Total PBC alumni/  
Techstars Graduates

## PBC Partnership with Founder Institute Participants 2020



FOUNDER  
INSTITUTE

- **Jon Shower, [InkCards](#)**
- **Michael Fraser, [Refactr](#)**
- **Charles Cathlin, [TruGenomix, Inc.](#)**
- **Liza Rodewald, [Instant Teams](#)**
- **Erica McMannes, [Instant Teams](#)**
- **Herbert Dwyer, [EMPEQ](#)**

## PBC Partnership with The Hofstra Veterans Venture Challenge Award 2020



### Finalist

- **Robert Thelen, [Rownd](#) - Competed in the finals of [The Hofstra Veteran's Venture Challenge](#).**

### Semi-Finalists

- **Eric Miller, [Piacet](#)**
- **Nicole Baldwin, [Biao Skincare](#)**

### PBC Alumni Accepted to NYU Future Labs 2020

- **Jason Cavness, [CavnessHR](#)**
  - **Tyler Moyer, [Coomoo Travel](#)**

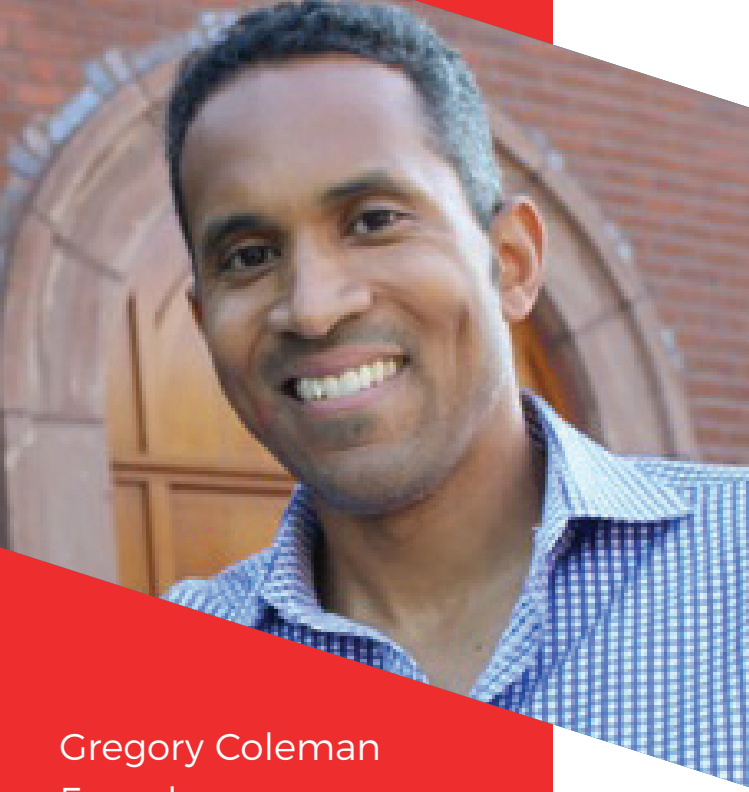
*Just as our remarkable entrepreneurs quickly adapted to the new COVID-19 environment, so did the Patriot Boot Camp organization.*

*We took a 7-year organization that provided in-person boot camp programs across the country and turned it into a completely virtual organization until it is safe to return to in-person.*

At Google, we know that accessing the right resources at the right time is crucial for a startup's success. That's why we're thrilled to pilot a remote mentor program pairing Google advisors with Patriot Boot Camp founders to help them achieve their business goals and reach the next stage of growth. We look forward to supporting more founders in the year ahead, bringing the best of Google's products, connections, and resources to the Patriot Boot Camp startup community.

Nicole Froker  
Partnerships Manager  
Google for Startups





Gregory Coleman  
Founder  
Sworkit  
Washington D.C.  
Inaugural Class 2012  
Shark Tank Alumni

Patriot Boot Camp introduced me to a community of veteran entrepreneurs who share not only my passion for building companies but also share the experiences that have shaped me as a leader.



David Brown  
Founder & CEO  
Techstars

Techstars has been a long-time partner with Patriot Boot Camp. I was honored to be a part of the first PBC alumni program. We are committed to our many programs and demonstrated our dedication by inviting the first RISE PBC alumni to attend the Techstars MetLife Demo Day.

## PBC's Increased Commitment to Diverse and Underserved Founders

### New Board Members

- **Marilyn D. Jackson**, Founder & CEO, **Undergrid Technologies**, PBC alum class of SATX 2017, RISE NC 2019, Veteran
- **Curtez Riggs**, Founder & CEO, **MIC Media & Events**, Veteran, PBC Alumni SATX Class of 2017

### Live Lunch and Learn - Special Guest

- **Jewel Burks**, **Head of Google for Startups US**. Lunch and Learn "How Google Supports Diversity and the Underserved."

### PBC Diversity & Inclusion Statistics

Alumni demographics for our underrepresented founders from our last three cohorts, 2019-2020



19.4%

African American founders



22%

Women founders



55.3%

Founders report have a service-connected disability





Taylor McLemore  
Founder  
Patriot Boot Camp  
Managing Director  
Techstars

The goal of Patriot Boot Camp has been to combine the nation's best veteran and military spouse entrepreneurs with incredible leadership and mentors from across the country to help start and scale technology-based startups. Since 2012 we have worked with over 1000 alumni founders who have created businesses at scale and give back to the community. We still have a long way to go, and we are so excited to be on this journey with them.

### PBC Weekly LIVE Lunch and Learn Webinars with Q&A - Open to All

- PBC went LIVE for the first time on Thursday, March 26th.
- Weekly 1 hour webinars with a PBC subject matter expert followed by Q+A.
- Upgraded PBC G Suite to enterprise version.
- Examples include; JJ Montanaro, CFP, USAA, Brandon Shelton, Founder, TFX Capital, Dave Drach, VP of Innovation, Techstars, Jewel Burks, Head of Google For Startups, US, and more.
- Created Lunch and Learn [webpage](#) with schedule, links to both the speakers' slide decks and their webinar recordings, which link to our YouTube channel.
- Each YouTube recording is on PBC's channel to watch on-demand.



18

PBC weekly live  
"Lunch and Learn"  
sessions conducted



31

average attendees  
joined live each  
session

### COVID-19 Small Biz Headquarters - Open to All

- Patriot Boot Camp is continuously updating the [COVID-19 Small Biz Headquarters](#) with current information for veteran and military spouse entrepreneurs dealing with the challenging circumstances that coronavirus has brought to small business owners. Remote working resources, financial information, and much more can be found on the page.

### Launched the Virtual Patriot Mentor Program - Application Based Acceptance



15

mentors matched with 20  
PBC San Francisco accepted  
entrepreneurs for one month  
of mentoring



55

mentor sessions in  
all were completed



4.8

average score on a scale  
of 0-5 for the Virtual  
Patriot Mentor Program

*"I would recommend this program to other veterans,  
active duty and military spouse startups."*

Survey participant

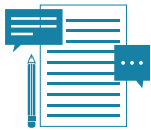
## Launched the Pilot PBC Activate Virtual Program - Application Based Acceptance

- PBC Activate is a short, intensive, remote, part-time training program for veterans and military spouses who want to quickly learn the basic skills necessary to launch their venture or join the tech community.
- In May, we launched the pilot PBC Activate virtual program with Patriot Boot Camp San Francisco applicants that were early-stage/ideation companies. It was a four week, intensive, remote, part-time training program for veterans and military spouses who wanted to quickly learn the basic skills necessary to launch their venture or join the tech community.

## Updated YouTube Channel - Open to All

- Created a new **YouTube channel** with all Lunch and Learn videos, Patriot Boot Camp 3-day in-person videos, and videos of PBC alumni in the news.

## Monthly Newsletter and Social Media to include LinkedIn Community Group Increase



34%

open rate (industry average is 28%) for Patriot Boot Camp's monthly newsletter



3035

followers with 33% growth (Q2-Q3)



1178

followers with 31% growth (Q2-Q3)



701

followers with 4% growth (Q2-Q3)



1196

followers in the LinkedIn Open Group with 30% growth (Q2-Q3)



100%

organic growth

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289

members in the LinkedIn Private Community Group



Erica McMannes  
COO & Founder  
Instant Teams  
Denver Class 2017

Patriot Boot Camp was the first program to invite me in as a military spouse founder explicitly. Understanding the positioning and life cycle differences between military spouse founders and veteran founders will make a world of difference for new emerging cohorts of business owners and tech founders from the military spouse community. The mentors I met for just two days at PBC have continued to be strong confidants, advisors, and diehard supporters. I am grateful for the experience, the acceptance, and the continued support from PBC and their amazing team.



John McCallion  
Executive Vice President  
Chief Financial Officer  
Executive D&I Champion  
MetLife Veterans Initiative  
(MVI)

MetLife has a long connection to the U.S. military, with our earliest insurance policies protecting Civil War soldiers. Today, we are continuing that commitment not only through the products we sell, but also by actively empowering the veteran's community to launch, accelerate, and scale their businesses.

When I first showed up at PBC, I wasn't yet aware of the incredible talent and drive around me. As I watch my fellow alumni's progress, it becomes clearer that we are a part of something extraordinary. It feels like we are a family, and I truly believe that we are all the better. Reflecting on what I've accomplished and learned since that first weekend, I relate PBC to a tall diving board that always seemed out of my reach. Once I got there, I dove in headfirst and never looked back.

Michele Atkinson  
CEO & Founder  
Contract Cloud  
Techstars Alumna Class of 2020  
Austin 2019  
RISE 2019



## PBC 24/7 Operation

Patriot Boot Camp is a small but mighty, global team of 4 located around the globe. Three active-duty military spouses and one Air Force “brat” hail from Annapolis, MD, Boulder, CO, Walnut Creek, CA, and Okinawa, Japan. Jen Pilcher, the PBC CEO, is a proud PBC Class of 2013 alumna and was the first PBC company with a successful exit. Sherri Rice, the PBC COO is also an entrepreneur and has been serving with PBC since it launched in 2012. All four members of the team have worked directly through start-ups and are heavily involved in the military and veteran communities. The PBC team knows what it takes to serve these incredible founders.

## PBC Board of Directors

- **David Calone**, CEO of Jove Equity Partners, LLC, PBC Chairman of the Board
- **Taylor McLemore**, PBC founder, Managing Director, Techstars Workforce Development Accelerator
- **Vice Admiral, John Bird, USN, Ret.**, Senior Vice President of Military Affairs, USAA
- **David Brown**, Founder & CEO, Techstars
- **Dave Drach**, Vice President of Corporate Strategy, Techstars
- **Marilyn D. Jackson**, Founder & CEO, Undergrid Technologies
- **Don MacDonald**, Chief Marketing Officer, MX
- **Emily McMahan**, Director of Programs, Common Mission Project & General Partner, Academy Investor Network
- **Curtez Riggs**, Founder & CEO, MIC Media & Events, PBC Alumni SATX Class of 2017

## PBC Mentors - The Soul of Our Programs

- Direct access and interaction with over 200 of the world’s top business leaders and CEOs to expertly match with our entrepreneurs

Patriot Boot Camp is a mission-driven, values-based organization that gives our military community the means and the methods to put their entrepreneurial spirit into action while equipping them to take the next step in creating their own start-up or small business. PBC is a unique nonprofit that creates opportunities for veterans and military spouses to grow their skills and knowledge to grow their businesses, undoubtedly shaping our country's future.

Vice Admiral, John Bird, USN, Ret.  
SVP  
USAA Military Affairs



# PBC Corporate Sponsors

## National Sponsors



## PBC Alumni Sponsor

Travis Sorensen, CEO, [Oddball](#)





\$500K  
is our programming goal  
for 2021

Please consider  
making a  
private donation  
or joining our  
sponsors





## UPCOMING BOOT CAMP PROGRAMS

**Fall 2020** - Patriot Boot Camp Virtual Presented by Disabled American Veterans (DAV)

**Winter 2021** - PBC Elite Virtual Powered by FounderTrac and Presented by Google For Startups

**Winter 2021** - PBC Create Presented by Google For Startups

**Spring 2021** - PBC RISE Presented by MetLife Foundation

For more information on participation and sponsorship, please email

[jen@patriotbootcamp.org](mailto:jen@patriotbootcamp.org) or visit [patriotbootcamp.org](http://patriotbootcamp.org)