



**The Rosie Network &  
San Diego Financial Literacy Center  
Service2CEO Application**

*The Service2CEO initiative is a 12-month individualized entrepreneurship and financial literacy training program for military spouses, veterans and transitioning service members housed in a shared office environment in the Military Entrepreneur Development Center. Participants receive financial literacy counseling, concept feasibility support, and business plan development as well as participate in a service-to-civilian mentorship program with community business leaders.*

Name(s): \_\_\_\_\_ Date: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_  
Street Apt # City State

Date of Birth \_\_\_\_\_ Social Security Number \_\_\_\_\_

Military Service Affiliation: \_\_\_\_\_ Military Spouse \_\_\_\_\_ Veteran \_\_\_\_\_ Transitioning Military

Branch of Service: \_\_\_\_\_ Air Force \_\_\_\_\_ Army \_\_\_\_\_ Marines \_\_\_\_\_ Navy  
\_\_\_\_\_ National Guard \_\_\_\_\_ Coast Guard

Have you ever been convicted of a criminal offense other than a minor motor vehicle violation? \_\_\_\_\_ Yes \_\_\_\_\_ No

In what stage of business development are you currently (circle one):

Imagining Incubating Market Entry Growth & Sustainability

Please answer the following questions:

1. Please provide a description of your business or business idea.
2. In your opinion, what is the skillset necessary to be a successful entrepreneur? To what degree do you currently possess those skills?
3. In your opinion, to what degree do you currently possess the mindset to be a successful entrepreneur?
4. What does financial literacy mean to you?
5. Why do you want to be an entrepreneur?
6. What do you hope to gain as a participant in the Service2CEO program?
7. Given your current stage of entrepreneurial business development, what do you foresee as your greatest challenge?
8. Do you consider yourself a continuous learner? Why?
9. How comfortable are you with failure?
10. What trophy do you want on your mantle?

With my signature below, I affirm that I have read and understand the Service2CEO program requirements. I agree to comply with the stated requirements and will participate fully in the entrepreneur curriculum, financial literacy program, service-to-civilian mentor program, skills acquisition trainings and networking opportunities.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

