Joe Musselman, Founder, The Honor Foundation (THF) "Hiring Heroes: Discovering Untapped Talent Pools"



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U.S. Navy SEALS & Special Operation Forces are the most elite fighting force on the planet.

As it pertains to their service record there's no question where they've served: The Tip of The Spear

They are the top 1% of the U.S. Military Due to:

Government Training Formal Education Physical Performance Total Number of Dollars Spent Achieved Standards Deployments

You're 2x More Likely to Run Into a Graduate of the Juilliard School than A US Navy SEAL

SEALS receive the same Government Transition Assistance Program (TAP) as a Military Cook.

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**We measured two extraordinary communities and discovered two very different results..." - THF Founder, Joe Musselman 600 Wharton MBA graduates seek full-time employment annually. 3 Months out from graduation, 98% of this group reported 2-3 full-time job offers on the table. Vs. 200 Navy SEALS exit the military and seek full-time employment annually. 3 Months out from military separation, 13% of this group reported only 1 full-time offer on the table. 1396 Had A Job Offer

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A Unique Problem



"I Fear Living More Than I Fear Dying..."

- U.S. Navy SEAL

In 2012 THF Surveyed **200 +** Navy SEALS & Special Operators Across Seven States in Six Months
All Those Surveyed Were Separated from Active Duty Service & Within 3-5 Years of Their Transition

Hore is What Those Told Lie

Here is What They Told Us:

97% Unable to Translate My Skills Effectively

Transition was More Difficult
Toan / Deployment

94%

Alumni Network Available

O Tailored Transition

NO Tailored Transition Program Meeting our Experience Levels

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An Unique Corporate Problem



"We don't know where or how to access this level of elite military talent..."

- VP Global Talent Acquisitio T = 5 L ਜ਼

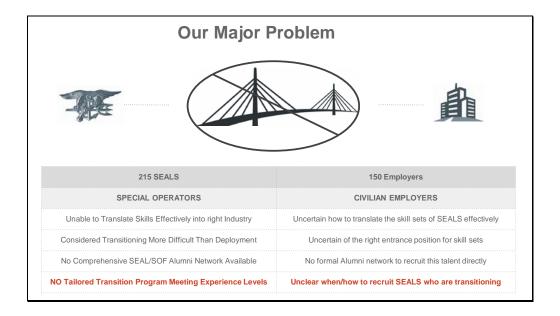
In 2012 THF Surveyed 150 + Fortune 500 Companies and 150 + HR Leaders Across 10 Industries All Those Surveyed Were Rated Military Friendly Companies

Here is What They Told Us:

With their experience level we're uncertain where we'd start them

Uncertain How to Translate The Skill Sets of SEALS Effectively Recruit This Talent Directly Unclear when/how to approach, recruit or locate members of the SEAL community who are transitioning

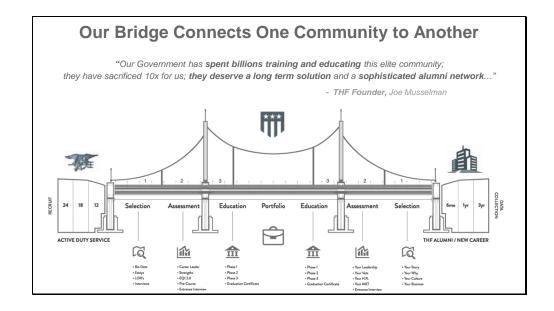
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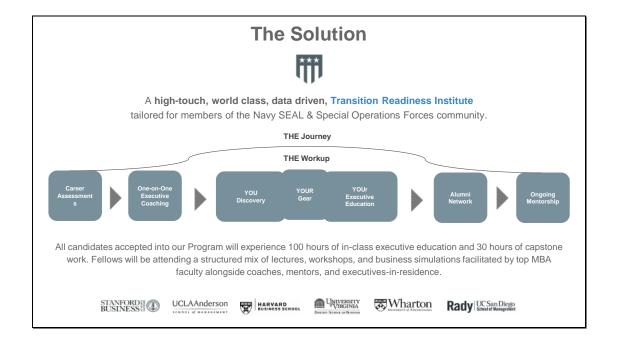
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"Hiring Heroes: Discovering Untapped Talent Pools"



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Today



The Honor Foundation (THF) is a unique Transition Readiness Institute created exclusively for Navy SEALs and the US Special Operations community. Every step of our process is clear and dedicated to preparing these outstanding men and women to continue to realize their maximum potential during and after their service career.

Our Mission

We exist to serve others with Honor, for life. So their next mission is *always* clear and continues to impact the world

Why Navy SEALS & Special Operators

Often underutilized in the private sector of business and entrepreneurship, our programs allow industry to effectively access and deploy this incredible talent pool

Our Passion

To advance the career goals of this unique community for life.

Our Vision

To grow the impact of our programs to reach a Special Operations community of 65,000

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"Hiring Heroes: Discovering Untapped Talent Pools"

Jan 2013 Our Major	Milestones August 2015
The Honor Foundation (THF) Launched its first campus in San Diego, CA in collaboration with The UCSD Rady School of Management - San Diego's #1 Business School	THF Hires Global Talent Executive from Intuit. Former Director of Talent Acquisitions at Sears, Amazon, and Life-Technologies to now become Chief of People Operations for THF
July 2013	November 2015
THF Founded The NEXT Speaker Series: This unique Talk Series brings four audiences together on a single stage: elite military, top business, leading academics, and social entrepreneurs	THF Hires Senior Executive Director of Executive Education From the Darden School of Business to become Chief of Curriculum for THF
Jan 2014	Jan 2016
THF Launches First Honor in the Valley meets with Google, Facebook, LinkedIn, DropBox, Airbnb, Palantir and Tesla	THF Launches Virginia Beach Campus collaborating with Tidewater Community College; TCC is geographically centered in between the SEAL Teams and currently serves 30,000 Veterans annually
July 2014	March 2016
The Navy SEAL Foundation awards unprecedented grant to The Honor Foundation in order to support increasing demand for transition programming and necessary growth	THF Receives Seed Grant from Marc and Laura Andreessen who recognized THF to be among the leading programs in the country who are first to develop real-time impact reporting technology.

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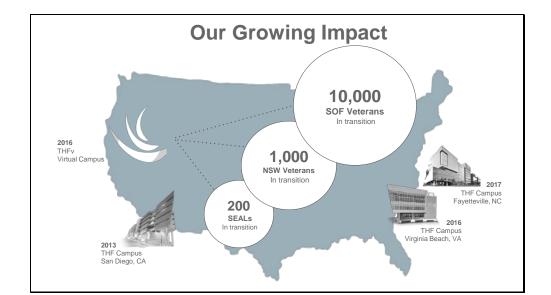
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San Diego, CA THF Online Virtual Classroom Virginia Beach, VA The Rady School of Management Virbela Tidewater Community College Launched 2013 Launching Fall of 2016 Watch our Fellows Graduate! Virbela Watch our Fellows Graduate! With Additional Financial Support THF Could Have the Capacity to Transition Every Navy SEAL into the Private Sector in 2016 -- including those deployed globally.

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Our Traction To Date Two Physical Campuses Launched

Out of 128 Program graduates, 28 have left active duty service and entered the private sector. 8 have launched new businesses and the remaining 20 have had multiple offers and are employed

The SOF Garage (SOFg) is tailored for elite military striving toward careers in Entrepreneurship and Venture Capital. The Garage curriculum will be taught by seasoned entrepreneurs and investors

124 Executive Sponsors Recruited

SOF Garage Launched (SOFg)

These individuals have the overall drive, motivation, and influence to put plans, actions, or introductions in place supporting our Mission (Typically VP, C-Suite, or Founder Level)

52 Employer Partners Vetted

151 Fellows Graduated

Since 2013, we carefully select with who we build long-term partnerships. Now, our vetted Employer Partner organizations are leveraged for hiring, shadowing, internships, and employment

In under 23 months of launching programs THF has launched two major campuses. These locations were specifically chosen for their proximity to major exit points of the SEAL and SOF communities

Virtual Institute Designed

 Virtual
 Classroom (Click
 Here)
 Inside our virtual
 environment

 Fellows
 experience
 lectures, take
 leadership
 & industry

 assessments, practice interview skills live and business simulations.

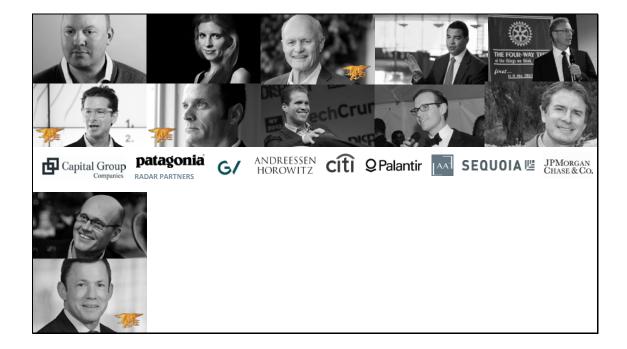
Over 500 Mentors Recruited & Waiting

View our Mentorship Platform (Click Here). We have designed a unique mentorship platform that instantly connects our Fellows with top MBA students, industry experts and entrepreneurs

Launching Alumni Network of 1,500

With the help of Executives from Salesforce and Virbela we will soon launch a virtual alumni network making us the first organization to have ever done so

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ANDREESSEN Advisors & Key Donors HOROWITZ

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a16z, a \$4b venture capital firm, have dedicated to advise and connect THF, and mentor THF graduates into their portfolio companies and SV employment opportunities



Joe Geraci & Hal Kuykendall (THF Board President); Citi Bank Co-Heads & Managing Directors, oversee balance totaling \$50b + Both on THF's BOD & donated more than \$200k to our mission

RADAR (PARTNERS

Kevin Compton, Founder of Radar Partners, a Partner Emeritus at Kleiner Perkins, Board Member at Citrix and VeriSign; he has invested tremendous time and treasure into the mission of THF. (Mentor to THF CEO)



Tyson Clark, Navy Nuclear Engineer, graduated Stanford University and later earned an MBA from Harvard, now a Senior Advisor to THF on technology, scale and business modeling

<u>Laura Arrillaga-Andreessen:</u> American philanthropist, educator, entrepreneur, author & Advisor to THF. LAAF serves as an innovation lab who recently provided a \$75k tech Grant to THF

patagonia

Michael Crooke, formerly served as CEO of Patagonia, Pearl Izumi, and Kelty lifestyle brands. He's a Senior Advisor to THF on social impact, technology, and virtual business simulations

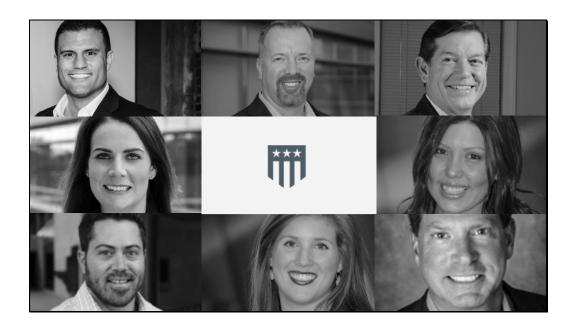


<u>Larry Solomon</u>; SVP at Capital Group, dedicated to advise, mentor, and connect THF leadership and their program Graduates to opportunities in the San Francisco / Silicon Valley area.



Jon Fussell; Son of an Army Green Beret, Jon served 20 years on the SEAL Teams including SEAL Team 6. Currently a Senior SOF Advisor to THF operations, mission planning, and strategy

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THF Team

Founder &

GEO Wusselman, the 16th man in his family to join the US Military. In addition to THF, he studied nonprofit management at Harvard, a board member of the NASDAQ Center SF, and Advisor to Virbela

VP, Chief of People Operations

Philip Dana USNA '98; served until '04. Philip transitioned into Talent Acquisition; hired nearly 30,000 veterans; created veteran programs at sears, amazon, life-technologies, and intuit

Impact Officer

Kristen Robillard, a Navy spouse, former fundraiser for US Congressman, recently left globally ranked bio-tech firm to work alongside THF CEO to increase impact & development efforts

Chief Data Scientist, (THF Contractor)

Alex Howland, CEO and Founder of Virbela; Alex has PhD in Behavior Psychology and a MA in Executive Leadership. Runs projects concerning THF assessments and impact data analytics

VP, Chief of Curriculum

Jeff Pottinger Served 24 years US Navy; MBA Darden; Jeff transitioned into CNIC, rated by INC. as a fastest growing company; then named Dir. of Exec. Ed at The Darden School

Operations Manager

Kerianne McGovern left globally ranked #3 San Diego spine-tech Company managing global product marketing communications to join THF to manage business operations

Experience Coordinator (Part Time)

Mariah Barnhart, a Navy Spouse, proud mother of three boys, creates unique follow-up experiences for all of THF's support network, friends, and financial contributors

Chief Coach, (THF Volunteer)

Marc Brown, Senior Vice President and Chief Human Resources Officer at Bridgepoint Education. Marc also completed the Human Resources Executive Program at Stanford University

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Our Employer Network

"SEALS rarely fail at their jobs.

Where they fail is inside a culture where extraordinary is not the norm."

- THF Founder, Joe Musselman









































Our vetted Employer Partner organizations are leveraged for hiring, shadowing, internships, and employment. They have clearly defined values and a culture that aligns to the unique community we serve. They have worked with THF and now clearly understand how & where the skills of an Operator translate into their organization.

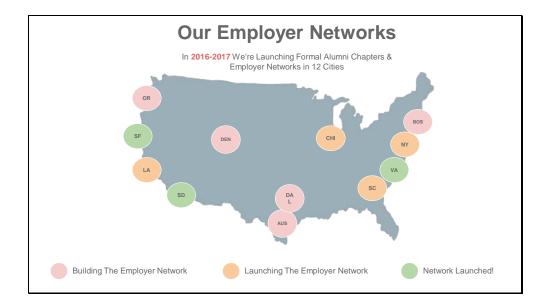
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Our Founding Partner



On August 19, 2015, The Honor Foundation announced a \$2 million grant over 2.5 years (July 2015-Dec 2017) from The Navy SEAL Foundation, the largest grant in its 15-year history. This \$2 million grant will fund world-class programs and continuous growth of The Honor Foundation.

"We're thrilled to be able to support The Honor Foundation in the important work that they do. There has long been a serious need for the process and programs they provide our SEALs and Naval Special Warfare community."

- CEO of the Navy SEAL Foundation, Robin King

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In **2016**

We're Raising \$2m

- → To Meet the increasing demand for our <u>Program</u>
- → To Support the overall growth and scale of our Operations
- → **To Develop** programs that will generate long term <u>Sustainability</u>

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Our Donor Tribe

In 2016, we require philanthropic champions to support our Mission. We need individuals who have the capacity and passion to contribute to our organization. We can not serve this community without the financial support of those who deeply believe in our plan. In 2016, we are raising \$2m to build a sustainable business for the future. We're on a serious mission and we can't accomplish it without you.

*The projections below are what's needed outside of The NSF Grant to meet increasing demand and support necessary growth

Campus Operations	2016
THF Campus, SD	\$600k
THF Campus, VA	\$500k
*THF Campus, NC	\$500k
THF Campus, Virtual	\$300k
Assessment	\$100k
Projected Total	\$2m

Join our Donor Tribe				
Founding Partner	\$2m +			
Legacy Partner	\$250k			
Strategic Partner	\$100k			
Employer Partner	\$50k			
Executive Partner	\$25k			
Leadership Partner	\$10k			
Individual Partner	\$2,500			

*Launching in 2017

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