



**BUILDING SUCCESS: HOW THE VETERAN ENTREPRENEUR ALLIANCE SUPPORTS VETERANS IN BUSINESS**

The Veteran Entrepreneur Alliance (VEA), led by Founding Executive Director Isaac Belden, is a nonprofit organization dedicated to helping veterans and their spouses build successful businesses. Belden was inspired to start the VEA after his own experience with entrepreneurship renewed his sense of purpose and mission. He realized that if it worked for him, it could also help fellow veterans find their way back into civilian life.

The VEA is dedicated to equipping veterans and their spouses with the resources, mentorship, and networking opportunities they need to thrive as entrepreneurs. But the organization's support goes beyond business — it aims to empower its members to write the next chapter of their lives. Whether just starting out or well on their way to success, the VEA meets its members exactly where they are, offering guidance tailored to their unique needs.

Belden and his team are committed to showing up and doing the work — no matter the obstacles. This dedication has earned them the trust and respect of VEA members and a growing network of supporters. One example of the organization's partnerships is with Boise Entrepreneur Week, where the VEA alongside their partners Mission43 created a Military Track. The track includes expert panels and a pitch competition that awards \$10,000 in prize money, providing veterans an incredible opportunity to showcase their business ideas and gain valuable insights from industry leaders.

While the focus is on veteran entrepreneurs, the VEA is also committed to supporting veteran spouses. Belden emphasized that veteran spouses are often overlooked, even though they play a vital role in maintaining the homefront and face their own challenges during the transition to civilian life. By including spouses in its programs, VEA ensures that both veterans and their families have the tools they need to succeed.



Monthly VetWorking Session

In its latest initiative, the VEA launched IdahoVetBiz.com, a free business directory for veteran-owned and veteran spouse-owned businesses in Idaho. This consumer-facing platform not only connects businesses with potential customers but also raises awareness about the contributions of veteran entrepreneurs to the local economy.

Looking ahead, VEA continues to seek out partnerships, funding opportunities, and ways to better serve its members. Belden is driven by the belief that connection and visibility are the keys to success, and he is constantly working to build relationships that will benefit the veterans he serves. "If I see an alignment with someone that can create a benefit for those we serve, we owe it to them to build these types of relationships," he said.

Those interested in supporting VEA can get involved in many ways. Though the organization is focused on Idaho, it welcomes support from anywhere. Whether you're looking to volunteer, mentor, partner, or donate, there's always an opportunity to help veterans and their spouses succeed. Learn more at [vealliance.org](http://vealliance.org).



VEA's Annual Military Track Pitch Competition Event



**ISAAC BELDEN,  
FOUNDING EXECUTIVE DIRECTOR**



VEA Tent at Local Idaho Event Connecting with Potential Members



VEA Business Panel at the Boise Entrepreneur Week

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