



ABOUT SECOND SERVICE FOUNDATION

LEARN MORE

Launched in 2016 on Veterans Day by veteran and serial entrepreneur Mark L. Rockefeller, the Second Service Foundation (formerly StreetShares Foundation) set out to provide comprehensive resources for military community entrepreneurs, as well as access to capital through pitch competitions. In 2023 alone, 1,077 military-connected entrepreneurs were supported through our education programs, resources, or access to capital. Over 10,000 military entrepreneurs have been educated with our resources to date.

We are cultivating the American Dream for military-connected businesses. As a private foundation, we aim to inspire, educate, and support veterans, military spouses, and Gold Star Families as they grow their enterprise. We provide coaching, capital and resources, as well as an innovative executive-level coaching program to support entrepreneurs in scaling from startup to the stars.



GET
INVOLVED

SECOND SERVICE FOUNDATION PROGRAMS

Finding Your Second Service

Finding Your Second Service is an online executive coaching program for military-connected aspiring entrepreneurs who want help finding their second service. The program is four hours of curated content from our team of executive coaches who instruct how to lean into your unique Strengths, leverage them for your success, and use them to best be a leader.

The Military Entrepreneur Challenge™

The Military Entrepreneur Challenge™ is a nationwide grant program that gives veteran, military spouse, and Gold Star Family entrepreneurs –whose businesses have a significant social impact on the military community– the opportunity to compete for start-up capital to grow their small business.

Networking

We encourage building authentic connections. We have built a private online community of military entrepreneurs for just that, allowing you to learn from each other's knowledge and expertise. Additionally, at the Military Entrepreneur Challenge™, Sam Adams sponsors a happy hour where participants can enjoy a cold beer while networking.