

October 2025



Prepared for
JobsOhio

Presented by
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Offerings Guide

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The Callout
Podcast

October 2025

Offerings

A comprehensive approach to Veteran Workforce Development.



- 01 **Podcast**

Each episode is cohosted by a different well known Veteran or Veteran advocate.
- 02 **Workforce Development Events**

Events are a hybrid of remote and in person led by podcast cohosts.
- 03 **AI Mobile App**

VA Benefits, Education & Employment.
Manages the entire transition process.



The Callout Podcast

October 2025

Our Mission

Serving Those, Who Served Us

200K

Transitioning Military annually

10M

U. S. Veterans

5+

Utility Industries

100K

Utility Industry related Careers, Training and Education

“Standing in front of a platoon of Marines and a group of linemen is eerily similar. These are the same individuals. They’re just wearing a different uniform. They’re cut from the same cloth of our nation’s foundational fabric—what makes us who we are: the best of it.”

Veterans know what it takes: grit, discipline, teamwork, and the ability to accomplish the mission. Transition into power, natural gas, broadband, telecom, or water—is a role protecting our way of life. Our nation’s infrastructure is the frontline of national security—and it needs Veterans. From the field to the Csuite, Veterans intentionally step into utilities to keep America strong, connected, and powered.





The Callout
Podcast

October 2025

Veterans share stories of passion, purpose, place - The Callout.



Veterans rarely learn about utility industries while in the military—or during official transition out of the service. They hear about defense contractors, federal jobs, or maybe law enforcement—but rarely about utilities: power, natural gas, broadband, telecom, or water.

Years later, after they've already left the military, Veterans stumble into utility careers—maybe through a friend, a job fair, or a local lineman rodeo. Every one of them says the same thing: “I wish I'd known about this sooner.”

The teamwork, the discipline, the pride in serving something bigger than yourself. On The Callout, Veterans share stories about rediscovering what they'd missed since leaving the military: passion, purpose, and place.



Podcast Budget for Sponsorship

DEPARTMENT	EPISODE RATE	PER MONTH	TOTAL
STUDIO PRODUCTION	\$2,000	3-4	\$8,000
SOCIAL MEDIA & YOUTUBE CHANNEL	\$1,500	1	\$1,500
PROJECT MANAGEMENT	\$2,000	1	\$2,000
DEVELOPMENT	\$2,000	1	\$2,000
PR	\$1500	1	\$1,500
SPONSORSHIP			\$15,000



4 episodes released per month is frequency goal by end of 2025 based on studio, cohost and corp guests availability.



Workforce Development Events

Events led by nationally known Veteran | Advocate The Callout podcast cohosts where transitioning military & Veterans learn about/apply to utility industry related careers with corps featured on the podcast.



01 Ohio National Guard

Ongoing participation in The Callout, as well as collaborative events at NVMM.

02 NVMM

The Callout Podcast cohosts lead workforce development events in main area & Franklin County Room with local media coverage to amplify reach.

03 Rodeos

Action packed utility rodeos - power, gas, drilling, telecom & more - where Veterans see the work in action & meet 100s of employers introduced by The Callout.

04 Races

TransAm Pirelli & NASCAR races where Veterans meet The Callout Podcast famous Veteran cohosts & employers surrounded by fun & military supportive community.



International Lineman's Rodeo Budget for Sponsorship

5K+ Attendees

DEPARTMENT	HOURLY RATE	HOUR	TOTAL
DRONE COMPETITION SPONSORSHIP	\$3,000	1	\$3,000
TRAVEL	\$1,000	1	\$1,000
PROJECT MANAGEMENT	\$500	1	\$500
DEVELOPMENT	\$1,000	1	\$1,000
PR	\$500	1	\$500
ESTIMATED TOTAL			\$6,000



Coordination of workforce development events with President Ted Carter & Jack Stark, Army Prime Power, Utility corps and drone competition participants in Overland Park, KS - Oct. 16-18



AI App - Military Transition

VA Benefits | Education | Training | Employment

Connect To Power

AI assistant guides Service Member through transition communicating directly with:

- **VA System** for medical claims, GI Bill, disability, Nexus letters, medical appointment prep,
- **MOS Translator & Resume Builder**, Higher ed, training programs, certifications & careers
- **Veteran Rewards** for participation and/or referring groups, orgs & individuals

95%

VA claims

improved from 25% to 95% approval rate

100%

Free for Life for Service Members

100%

Searchable platform

for employers to connect with Veterans.



AI APP Corporate Membership

SECTOR	RATE	3 MONTHS	TOTAL
POWER	\$20,000	1	\$20,000
GAS	\$20,000	1	\$20,000
BROADBAND	\$20,000	1	\$20,000
VEGETATION MANAGEMENT	\$20,000	1	\$20,000
WATER	\$20,000	1	\$20,000
TELECOM	\$20,000	1	\$20,000
CONTRACTOR	\$20,000	1	\$20,000
SUPPLY CHAIN	\$20,000	1	\$20,000
HIGHER ED	\$20,000	1	\$20,000
TRAINING PROGRAMS	\$20,000	1	\$20,000
UTILITY ORGS	\$20,000	1	\$20,000



Membership rates are fixed until July 2026

Vet Earn USA and Vet Mentor AI – Ohio Statewide Veteran Support Proposal



VET MENTOR AI



VetEarnUSA

Strategic Integration: Vet Earn USA working to acquire Vet Mentor AI

This acquisition would mark a pivotal moment in enhancing comprehensive veteran support across Ohio, creating a unified and powerful platform.

Vet Earn USA

Focused on economic empowerment, career placement, and financial stability for veterans.



Vet Mentor AI

Pioneering AI-driven mentorship, personalized guidance, and mental wellness support for veterans.



Unified Vision

A synergistic approach to deliver unparalleled support across employment, healthcare, and education.

It is important to note that this partnership can be structured in various ways, and is not solely contingent on an acquisition. Flexible options are available to ensure optimal collaboration.

Comprehensive Support & Impact Measurement

Our integrated platform streamlines veteran support, ensuring clear impact measurement across vital domains.

Economic Empowerment

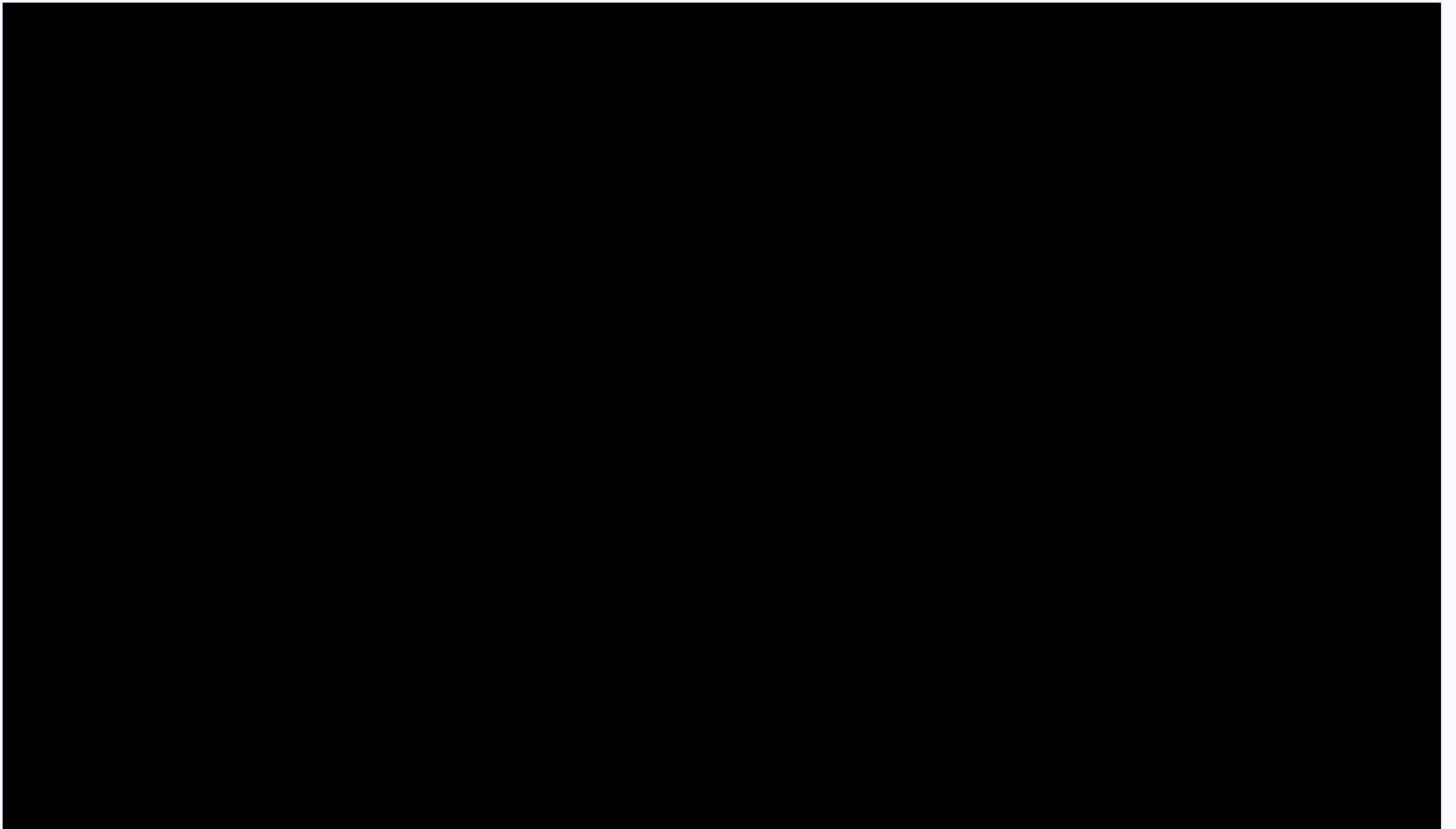
Tracking career placement, financial literacy, and entrepreneurial success.

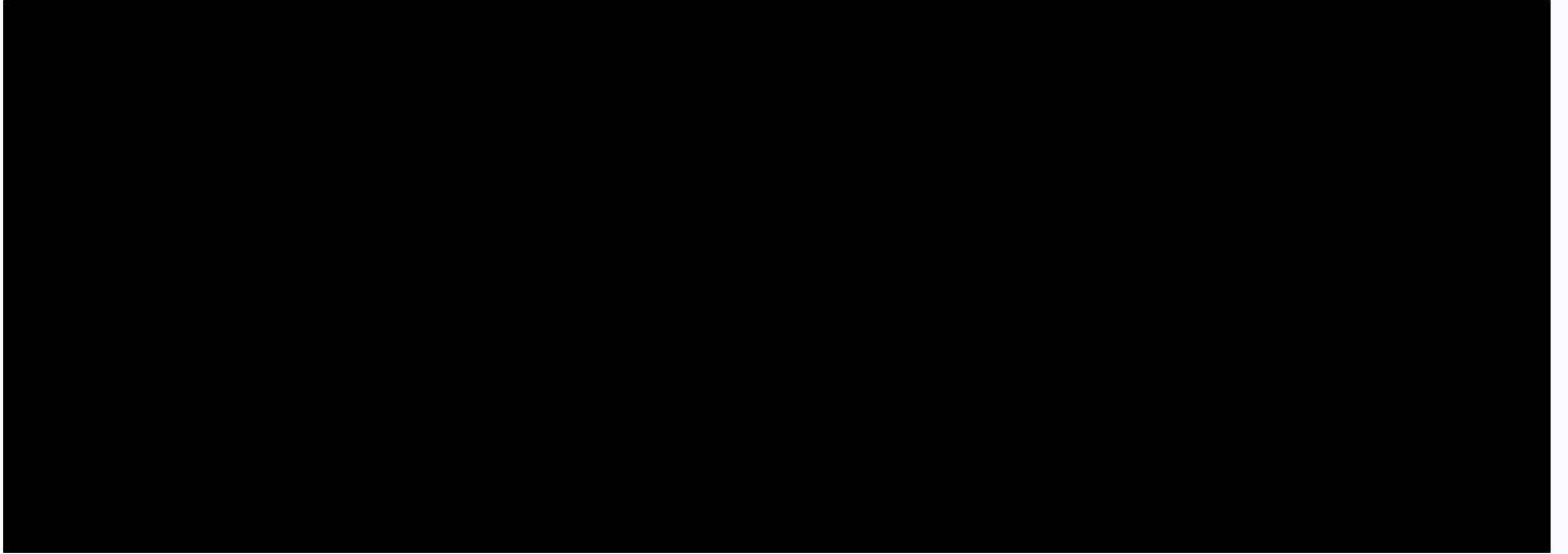
Healthcare Access

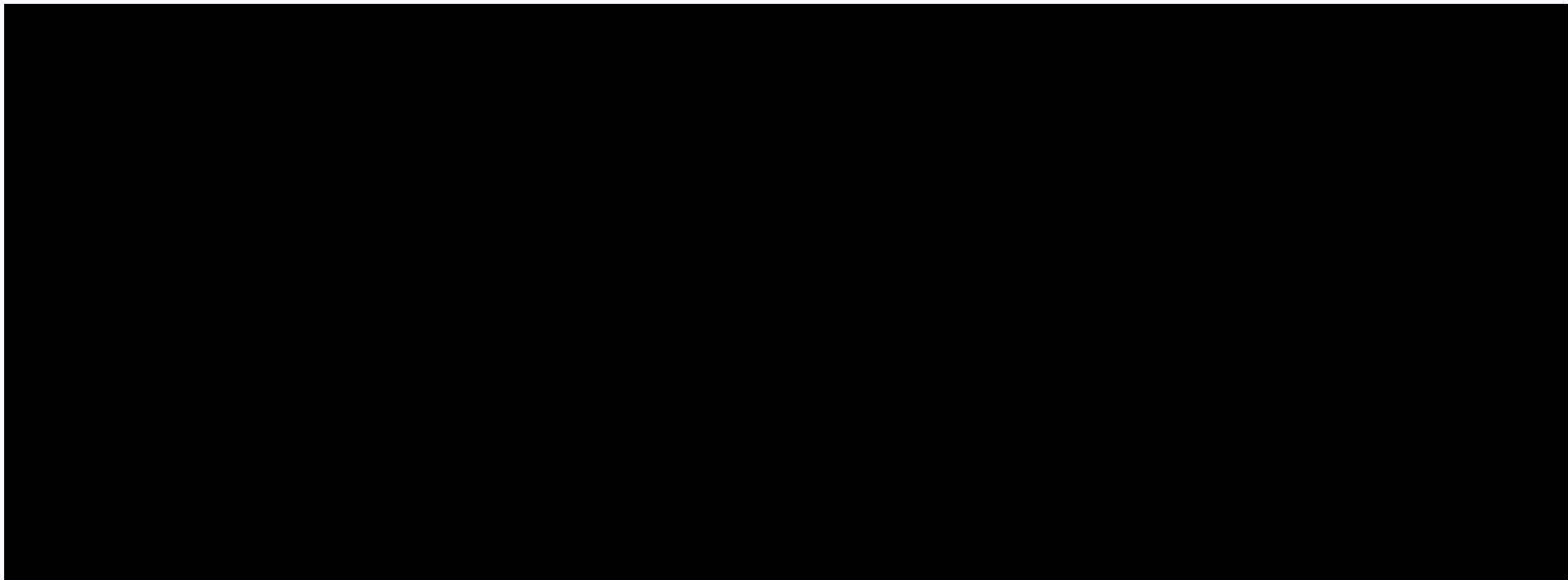
Monitoring wellness program engagement and access to mental health services.

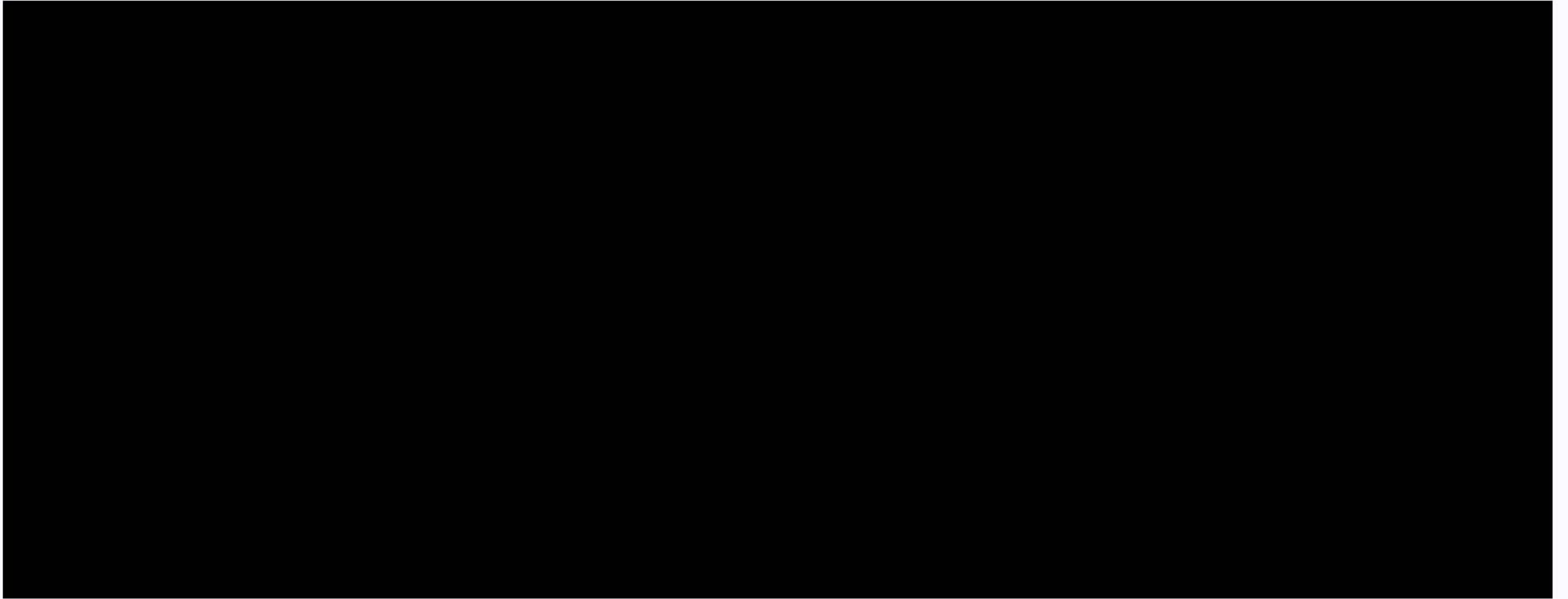
Education & Training

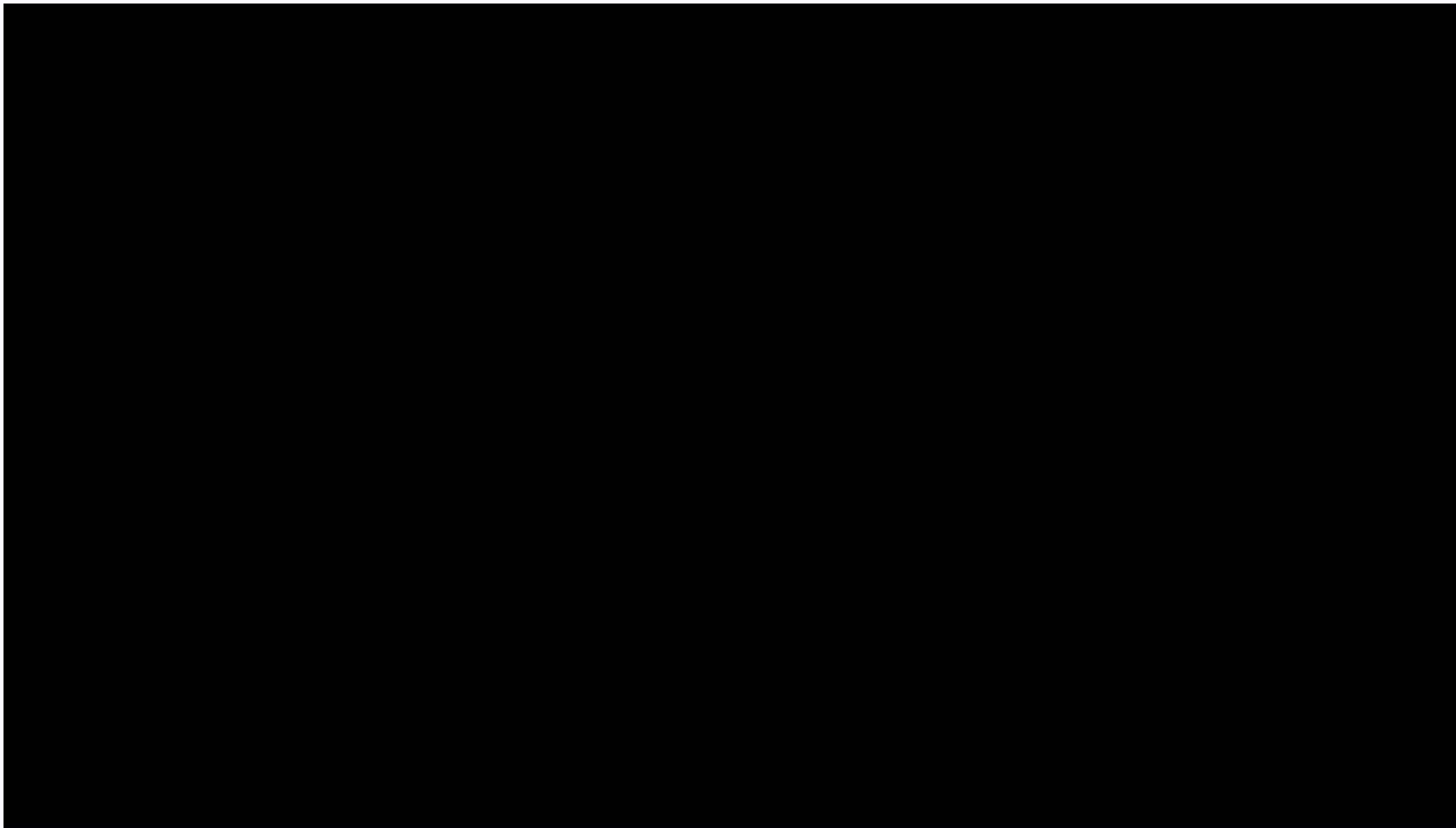
Measuring educational attainment, skill development, and certification rates.











Ohio Hospital Landscape (Public vs. Private)

Ohio operates a mixed healthcare system:

Nonprofit Private Hospitals

The majority of Ohio hospitals are nonprofit private hospitals,

For-Profit Private

A smaller number are for-profit private hospitals,

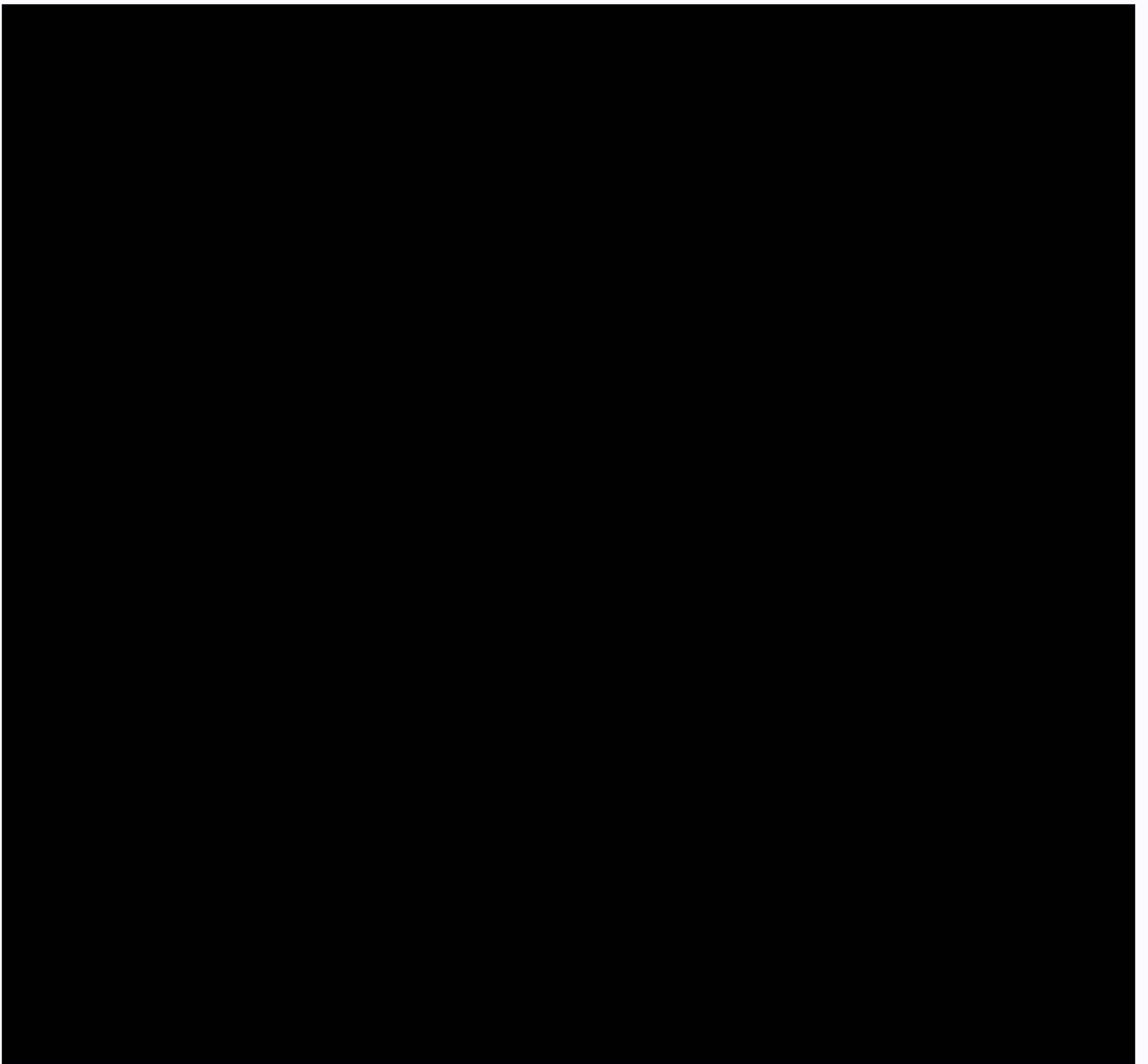
Public Hospitals

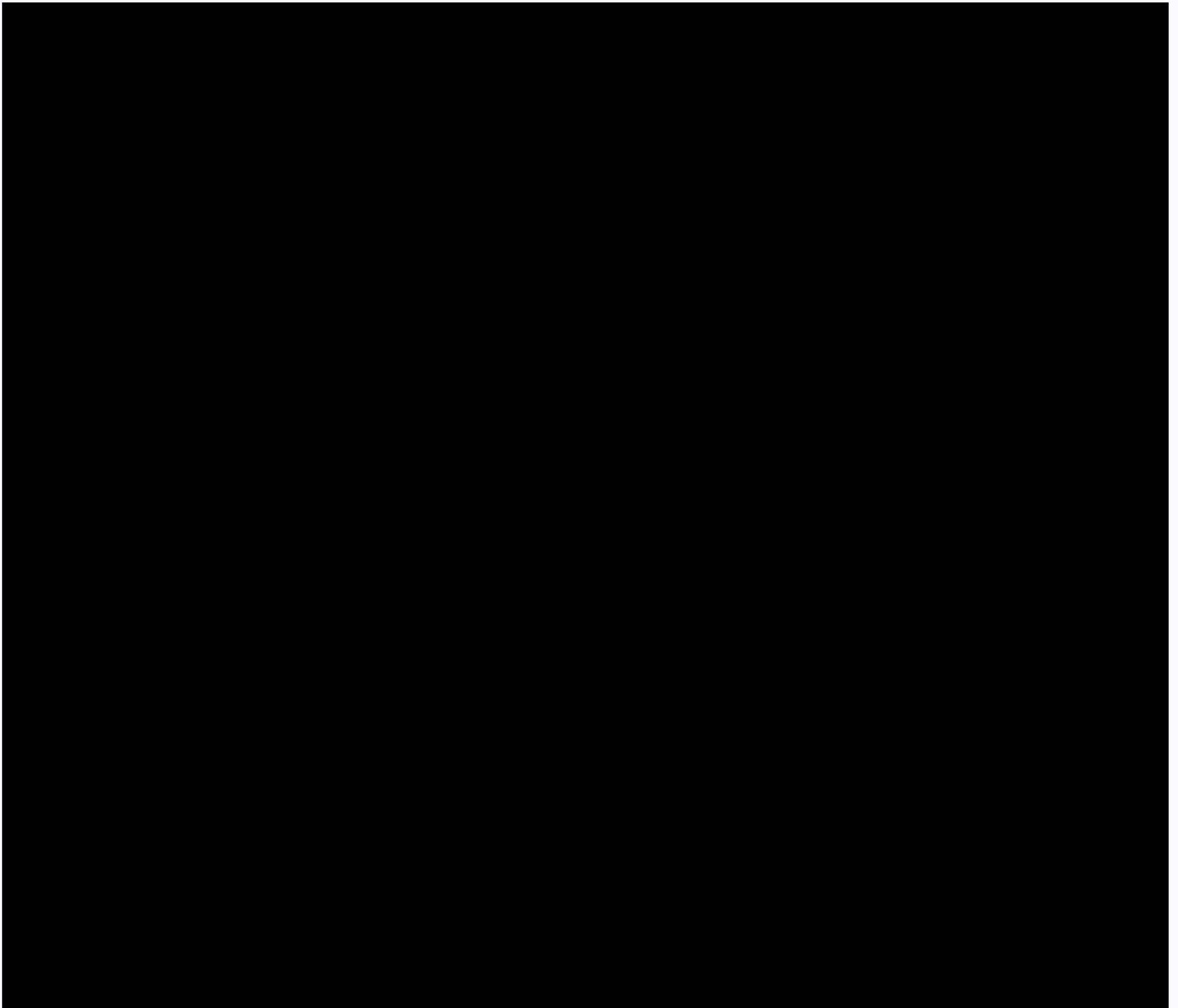
Some are public hospitals operated by city/county authorities.

- ❑ **Ohio also hosts one of the country's largest VA healthcare networks** (Cleveland, Cincinnati, Columbus, Dayton, Chillicothe, and dozens of clinics).

Per-capita annual healthcare expenditure in Ohio: \$10,478 per person/year.

This matters because shifting care from private/nonprofit systems to the federal VA system directly impacts hospital load and state-level healthcare burdens.





Benefits for Ohio Companies: Attracting & Hiring Veterans

Ohio businesses stand to gain significantly by actively recruiting veterans and attracting more veteran talent to the state. Veterans bring unique skills, dedication, and a strong work ethic, coupled with direct financial incentives for employers.



Significant Tax Credits

Ohio companies can claim **up to \$9,600** per eligible veteran through the federal Work Opportunity Tax Credit (WOTC), directly reducing payroll costs.



Highly Skilled & Trained Workforce

Veterans possess valuable soft skills (leadership, teamwork, discipline) and technical expertise acquired through military service, often reducing training overhead and improving productivity.



Boosted Local Economy & Consumer Base

Attracting more veterans to Ohio translates to new residents spending federal benefits (like disability payments and GI Bill) within the state, fueling local businesses and economic growth.

A dedicated platform like Vet Mentor AI facilitates the connection between veteran talent and Ohio's thriving industries, providing a pipeline of qualified candidates.

One-Paragraph Executive Summary for Ohio

[Redacted content]

VetMentorAI Proof of Concept Pilot Proposal The Ohio State University — Veterans & Military Initiative

Context & Challenge

- Veterans face complex, frustrating processes when applying for VA benefits. Many eligible individuals never apply or are denied for technical reasons.
 - Traditional university marketing to veterans is expensive and often ineffective. According to the University Professional and Continuing Education Association (UPCEA):
 - The average **cost per inquiry (CPI)** is **~\$140**:
 - The average **cost per enrolled student** is **~\$1,505 for undergraduate programs** (and \$3,804 for graduate):
 - Source: <https://upcea.edu/understanding-cost-per-inquiry-in-higher-education-marketing>
 - OSU has set a bold goal: **enroll 10,000 veteran and veteran-related students**. Achieving this requires unconventional, scalable strategies.
-

Opportunity

- VetMentorAI is developing an **AI-powered assistant** to help veterans navigate VA benefits and appeals.
 - Once veterans engage, the app could naturally connect them to educational and career pathways — positioning OSU as a trusted partner in their transition.
 - This could create a new recruitment funnel that is *mission-aligned* and potentially more cost-effective than traditional advertising.
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Why Now

- VetMentorAI has a conceptual wireframe but needs to finish a working prototype.
 - OSU can engage in a **low-cost, high-upside pilot** by structuring this as a **service contract**, not a capital investment.
 - OSU funding **will be covered with private funds the President has raised specifically for veteran initiatives — no state or tuition dollars will be used**.
 - If the tool yields even 100 additional inquiries or 10 incremental enrollments, the pilot pays for itself when measured against UPCEA's benchmarked marketing costs.
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Strategic Alignment

- **Mission:** Advances OSU's commitment to serving veterans.
 - **Differentiation:** Puts OSU at the forefront of veteran engagement innovation.
 - **Innovation:** Signals OSU's willingness to test cutting-edge AI strategies responsibly.
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Pilot Safeguards

- Milestone-based payments tied to deliverables.
- Clear metrics (inquiries, leads, enrollments, user satisfaction).
- OSU retains rights to all veteran engagement data.
- If pilot underperforms, OSU can exit with minimal loss.
- If successful, OSU can scale regionally or nationally and negotiate enhanced licensing.

Decision

- Approve a \$20,000 pilot contract under Procurement for a 9-month prototype test.
- Funds drawn **entirely from private donations designated for veteran programs.**
- Establish a cross-functional oversight team (Veterans Services, Admissions, IT, Legal).
- Review after pilot term to determine: **Scale, Pivot, or Exit.**

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Pilot Services Agreement (Draft Skeleton)

Between The Ohio State University (“OSU”) and VetMentorAI (“Vendor”)

Effective Date: [Insert]

Term: 9 months (or until deliverables completed)

Recitals / Background

- OSU has established a strategic goal of enrolling **10,000 veteran and veteran-related students.**
- Traditional university recruitment and marketing costs for this population are significant. According to benchmarking published by the University Professional and Continuing Education Association (UPCEA), the **average cost per inquiry is approximately \$140**, and the **average cost per enrolled undergraduate student is approximately \$1,500.**
- VetMentorAI is developing an AI-powered tool to assist veterans in navigating VA benefits. Once veterans are engaged through the tool, they may be directed toward educational opportunities, including programs at OSU.
- OSU and Vendor therefore wish to enter into this Pilot Services Agreement to test whether this innovative tool can provide a more cost-effective and mission-aligned channel for engaging and enrolling veterans.

1. Scope of Services

Vendor will:

- Finalize and deliver a functioning prototype of the VetMentorAI application.
- Pilot the tool with a veteran and veteran-related population in Ohio.
- Deliver qualified veteran leads into OSU’s CRM/admissions pipeline.
- Provide reporting on user engagement, leads, and conversion outcomes.
- Maintain compliance with OSU data security and privacy protocols.

OSU will:

- Provide access to Veterans Services staff.
- Review and approve deliverables tied to milestones.
- Fund the pilot exclusively from **private donations raised for veteran initiatives (no state or tuition funds).**

2. Deliverables & Payment (Shared-Risk Schedule)

Total Pilot Fee: **\$20,000**, to be paid from private funds designated for veteran initiatives.

Milestone	Deliverable	Payment
Milestone 1	Contract execution; vendor begins prototype development	\$5,000 upfront
Milestone 2	Delivery of functioning prototype (per agreed specs)	\$5,000
Milestone 3	Pilot launch with ≥50 engaged veteran users; delivery of preliminary analytics	\$7,500
Milestone 4	Final pilot report with metrics, conversion data, and recommendations	\$2,500

3. Intellectual Property

- Vendor retains ownership of pre-existing IP (algorithms, models, code).
- OSU receives a **non-exclusive, perpetual, royalty-free license** for internal use.
- OSU owns all data generated from veteran interactions.
- OSU holds a **right of first negotiation** for expanded licensing or exclusivity.

4. Data Security & Compliance

- Vendor must comply with OSU cybersecurity standards, FERPA, and VA benefit confidentiality rules.
- All veteran PII stored or transmitted must be encrypted.
- OSU is the data steward; Vendor is the data processor.

5. Termination

- OSU may terminate for convenience with 30 days' notice.
- OSU may terminate immediately for cause (e.g., data breach, non-performance).
- Upon termination, OSU retains rights to all data and licenses granted.

6. Reporting & Oversight

- Vendor will provide monthly reports (user counts, engagement, leads, conversion data).
- Final report due within 30 days of pilot conclusion.

7. Liability & Indemnification

- Vendor warrants services will not infringe third-party IP.
- Vendor indemnifies OSU against IP claims and data breaches.
- Liability capped at contract value, except for confidentiality/data breaches.

8. Publicity

- Any public announcements require mutual consent.
 - OSU branding may only be used with written approval.
 - Vendor shall not, directly or indirectly, state or imply that The Ohio State University – or any employee - endorses Vendor, the pilot, or any related product or service.
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Drafted by Kabourek for review
10/3/2025

9. Miscellaneous

- Governing law: State of Ohio.
- Standard clauses: Force majeure, assignment, amendment, entire agreement.