

RESEARCH TO CONSIDER

23 Million Vets in the US

15% Unemployment for New Veterans

2.1 Million Veterans Locally in California



CHARLIE

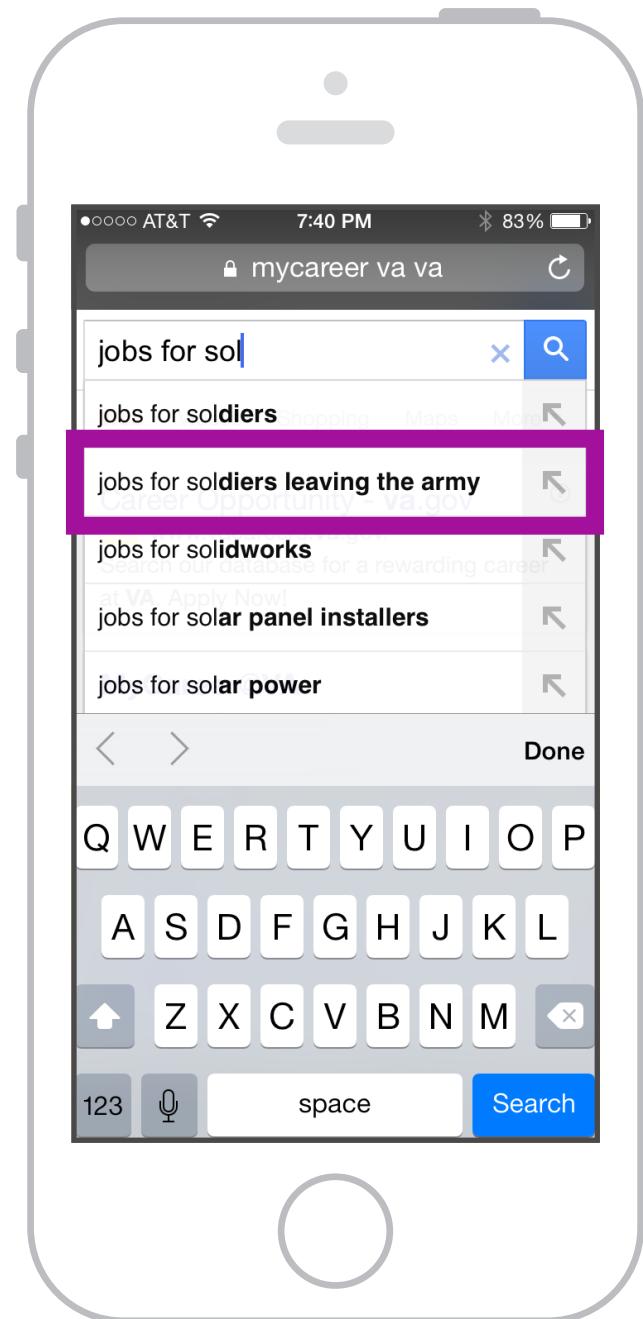
After serving his country for 4 years, Charlie prepares for a life outside the military.



CHARLIE

Searches for advice when leaving the service.

Charlie clicks on a top search result.





CHARLIE

He is taken to eBenefits, a government sponsored website.

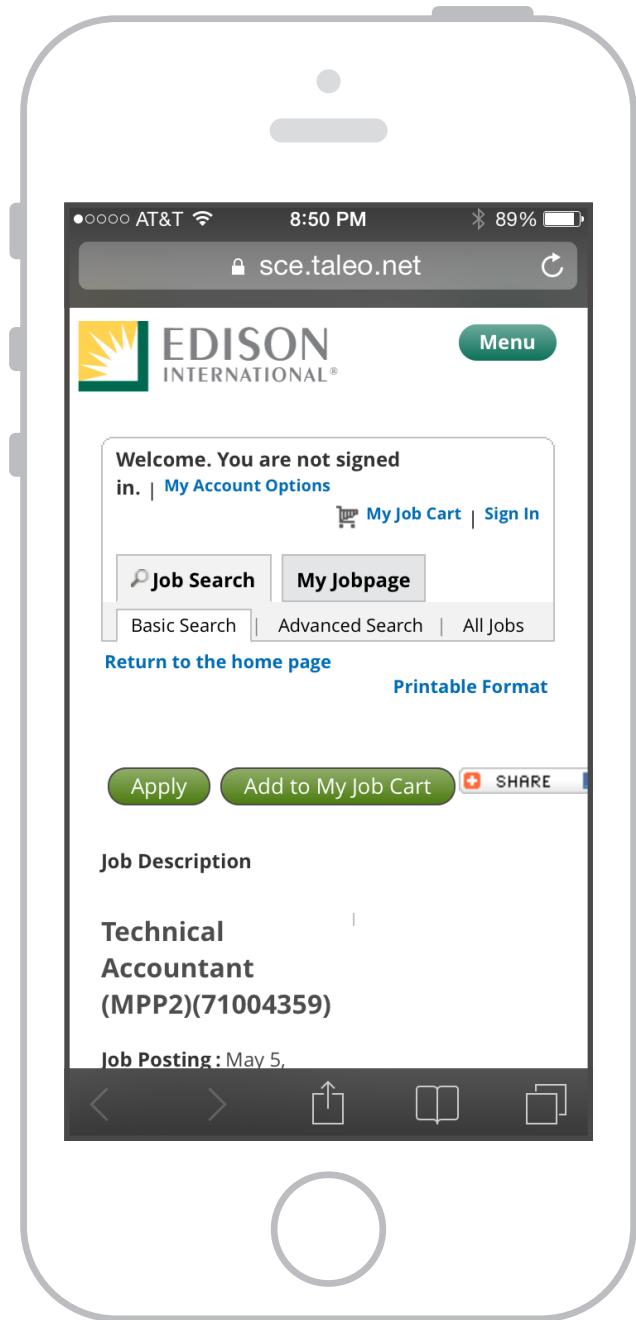
A smartphone screen displaying the eBenefits website at ebenefits.va.gov. The phone has a white case and is set against a light gray background. The website features a dark header with the eBenefits logo and navigation links like "Home", "About", "Help", "Contact", "Feature List", "Log In", and "Register". A purple box highlights the "employment CENTER" link. Below the header is a banner with the text "Smoothly Transition to Civilian Life" and a "Learn More" button. To the right, there's a sidebar titled "Most Popular Features" with links to download VA letters, transfer Post-9/11 Education Benefits, update Direct Deposit and Contact Information, VA Home Loan Certificate of Eligibility, apply for Disability Compensation, and view all features. Further down, sections for "How to Get a DS Logon", "eBenefits Overview", and "Visit the Help Page" are shown. On the right, there are social media links for Facebook and Twitter, and a "Tweets" section. At the bottom, there are icons for navigating through the phone's screen.



CHARLIE

...And is taken to sperate website. He spends his search flipping through websites.

Charlie wishes it was easier.





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