



The Collegiate Entrepreneurs' Organization
CREATING A WORLD OF OPPORTUNITIES



Annual Report
2020



CEO is Headquartered at The University Tampa, Sykes College of Business, John P. Lowth Entrepreneurship Center. The Undergraduate and Graduate Entrepreneurship Programs at UT are ranked #17 and #20 respectively by the 2021 Princeton Review top 50 rankings. Photographed are three CEO members standing in the Lowth Center Pitch Room on the UT campus during a CEO conference reception.

“The relationship with UT and CEO has been a true cornerstone in our organizations growth and has helped to secure the future of CEO for many years to come”.

– James Zebrowski, Executive Director of Collegiate Entrepreneurs’ Organization, Inc.

A Message From the Director

As we step into 2021, I feel a deep sense of innovative optimism. At the time of writing this report, I reflect on the many messages we circulated among our network during the great uncertainty that was the beginning of the global COVID-19 pandemic. Exactly one year ago we shared the below statement with our students:

“It is important to remain mindful of your ambitions and passions at this moment; for in moments of supreme challenge it is the resilience of the entrepreneur that rises above. Throughout our history it’s been the innovators, the crazy ones, the entrepreneurs that bring the most daring solutions to our world’s most epic problems.”

This insightful communication set the tone for action within the CEO Global network. To that end, CEO HQ launched several new initiatives in 2020 designed to further empower the communities we serve as they build new businesses. I’ve highlighted some of our most exciting initiatives below:

1. Virtual Resource Portal: Powered by the Singleton Foundation for Financial Literacy and Entrepreneurship, this portal provides CEO members with access to: Million Stories (a Financial Literacy and Entrepreneurship video blog), LawCloud Legal Services, Klaviyo E-Commerce tools and access to the nation’s largest crowd funding equity sharing platform, StartEngine. www.c-e-o.org/resources

2. Emerging Entrepreneurs Camp: In partnership with Network for Teaching Entrepreneurship (NFTE) and Summer Fuel, CEO launched a mentorship program for high school students. Students worked in tandem with our collegiate entrepreneurs to build new ventures, in a two-week summer camp accelerator program. CEO mentors provided actionable feedback necessary to advancing these high school businesses. The program had an 89% satisfaction rating, and every family indicated that the collegiate mentors were a major contributing factor to the success of their student’s venture.

3. Alumni Association: CEO has identified nearly 5,600 individuals that self-represent as alumni of our organization. In establishing an alumni association to support the efforts of these graduates, CEO is able to provide resources and an exclusive community of young professionals where alumni can connect and network. As we work toward onboarding these members, we look forward to the interactivity between our chapters, and their respective counterparts in the Alumni Association.

4. Expanded Virtual Pitch Competition: In an effort to create a more inclusive competition with a focus on action, CEO launched a month-long business formation bootcamp designed to move a concept beyond the idea stage. As a result of hosting this bootcamp, the Global Pitch Competition realized record applications – more than the last three years, combined! CEO worked with Peaqs and PitchPages.io to create a multi-stage challenge designed to push a student venture toward validation. Eighty-three percent of all participants agree they are now better prepared to address challenges in their businesses after participation.

This past year has claimed so much from our communities. Tens of millions of Americans have lost their jobs, and roughly 4 million mostly small businesses will close permanently as a result of COVID-19. However, I am pleased to state that the CEO Global Network persisted. We witnessed our members rapidly adapt to a virtual world continuing to facilitate idea sharing and collaboration among members. This was all while embarking on their own entrepreneurial journeys and continuing their academic studies. In our 37th year of undeniable support to university/college campuses I am excited to share with you the impact the CEO network has left behind in 2020.

In fulfillment of our mission to inform, support and inspire college students to be more entrepreneurial via new venture creation, CEO students created 1,326 new businesses network wide, and these businesses engaged with mentors, advisors, faculty and entrepreneurs for mentoring meetings 2,811 times. At our 2020 Global Conference and Pitch Competition, CEO realized attendance from nine different countries, and more than 2,530 attendees virtually networked. More than 60% of the pitch competition participants had already registered a formal business entity and 100% of participants plan to continue working on their venture post competition.

Reflecting on the accomplishments of our students over the past year serves as a reminder to never underestimate the irrepressible entrepreneurial energy of a collegiate entrepreneur. The student members in this network will stop at nothing to reach their goals. CEO remains a long-term cornerstone in the global academic entrepreneurial ecosystem. Embodying the same spirit as our members, the CEO HQ team is committed to the continuity of mission our founders set forth in 1983.

In our 2020 annual report, you will find upcoming events, further details on our network-wide impact, growth metrics and special member features including our Collegiate Entrepreneur and Chapter Leader of the Year. If you are a current supporter, on behalf of the CEO Board of Directors and staff members, I thank you for your commitment to our mission. If this is your first time learning of CEO, I look forward to finding a way that you might be able to participate in our network of 16,500 entrepreneurs across 250 campuses.

James N. Zebrowski, Jr., M.S.

Executive Director,
Collegiate Entrepreneurs’
Organization Inc.



About CEO

Collegiate Entrepreneurs' Organization, a 501 (c) (3) not for profit charitable corporation, founded in 1983, supports more than 16,500 emerging collegiate entrepreneurs annually. CEO believes that any student, regardless of academic discipline can launch a business. Through our global network of more than 250 college and university chapters, we support and inspire the growth and development of any student that seeks to be entrepreneurial.



Mission: To inform, support and inspire college students to be entrepreneurial and seek opportunity through enterprise creation. With a diverse entrepreneurial community and global network, CEO provides student entrepreneurs with opportunities, events, chapter activities and conferences to help start businesses.

Upcoming Events

- Apr**
 - Marketplace Live Entrepreneurship Simulation Challenge: April 12 - 16, 2021
 - Collegiate BizLaunch Week: April 12 - 16, 2021
 - TCU Values & Ventures Competition: April 14, 2021
- Jul**
 - Emerging Entrepreneurs Summer Camp: To Be Determined
 - Business Formation Boot Camps: July 28 - Aug. 25, 2021
- Aug**
 - Annual Membership Meeting: Aug. 24, 2021
- Sep**
 - Global Pitch Competition Application Deadline: Sept. 17, 2021
- Oct**
 - Global Conference and Pitch Competition: Oct. 28 - 30, 2021 (Tampa, FL)
 - Alumni 30 Under 30: Oct. 29, 2021 (Tampa, FL)



Impact

In 2020, CEO chapters on universities/college campuses left a noticeable impact on student entrepreneurs. CEO's mantra of **"stop dreaming, start doing"** is apparent in the results of the annual impact survey. During the Spring/Fall 2020 semesters, chapters hosted...

- 886** speaker sessions with accomplished entrepreneurs
- 464** social networking events
- 496** entrepreneurial skillset workshops

62% of the chapters in CEO's network were hosting anywhere from five to more than 15 coordinated events for their student entrepreneurs.

Despite the global pandemic, in 2020 CEO chapters hosted nearly 1,846 events globally.

These coordinated events vary from campus to campus. Chapters ultimately aim to develop a sense of community for their students, provide valuable first-hand knowledge from accomplished entrepreneurs, and of course, develop the entrepreneurial mindset of their chapter members.

A cornerstone of the CEO network is new venture creation. The entrepreneurial process indicates that ideation and mentoring are two direct ways that navigate the business launch process. By way of 2,811 mentor meetings this year...

CEO chapter members launched more than 1,326 businesses.



Growth

CEO is committed to providing value to its chapters by way of its membership model. In 2020, CEO added two new resources to its chapters at no additional cost in membership. These initiatives include a virtual resource portal, emerging entrepreneurs camp, the alumni association and an expanded virtual pitch competition. With this increase in value, CEO saw an increase in chapter membership...

resulting in a 38% increase in membership revenues.



The nominal \$300 dues collected from chapters helps to operate the day to day mission of CEO. With this increase in chapters, CEO realized an...

increase in individual memberships by 21%



In addition to membership growth, CEO expanded relationships with our partners – Future Founders, The Singleton Foundation for Financial Literacy and Entrepreneurship, Association for Entrepreneurship USA, Synapse, and Harness. These partnerships enable CEO to offer programming that provides one-on-one support to our most successful collegiate entrepreneurs by way of business acceleration and funding.

CEO regularly evaluates corporation relationships across our chapter campuses. These relationships offer jobs, internships and mentorship to the network. CEO added three corporations that heavily support the network by having relationships with 20 or more chapters. These corporations are: Northwestern Mutual, Bank of America, Southwest Airlines, Target, Microsoft, Marriott, Accenture, Wells Fargo, The Coca-Cola Company and Enterprise.

Member Feature

Riana Khan, Iona College

Riana Khan, class of 2022 at Iona College, served as the CEO chapter president during the 2020 global pandemic. During this difficult time, she succeeded at maintaining a strong community of collegiate entrepreneurs creating virtually engaging organization activities. Alongside her leadership commitments, Khan competed in the Iona Innovation Challenge with her concept, "The Entrepreneurial Guide," and her venture received the Social Impact Award. Riana also recently co-founded BLK Media. Its mission is to showcase Black Person of Color (BPOC) communities in glorious, living color. With BLK Media, Riana was selected to participate in the Hynes Institute for Entrepreneurship & Innovation's inaugural GaelVentures Incubator cohort at Iona College. She continues to push herself to not only positively influence her peers through entrepreneurship but also challenges herself to grow her own entrepreneurial mindset. Riana is a double major in marketing and entrepreneurship and works part time as an intern in the Hynes Institute.



Alumni Member Feature

Vinesh Kannan, Illinois Institute of Technology

Vinesh Kannan served as the CEO chapter president at Illinois Institute of Technology from 2015-16. His chapter supported entrepreneurial interests by hosting workshops to help students prepare for pitch competitions. His team organized fun and engaging events like "startup roulette," an ideation activity in which student teams spun the wheel to mash-up varying customer types with existing startups creating a new business concept. CEO gave Kannan a crucial sense of community. While serving as the chapter president, he was co-founding a startup named Omnipointment, an ed-tech venture. In 2017, Omnipointment was acquired by Mimir (later acquired by HackerRank). Kannan stayed on through the acquisition to transition the product while leading Mimir's curriculum team. As a dedicated student and collegiate entrepreneur, his time was split between school in Chicago and Indianapolis.

"I missed my community...that experience reminded me how valuable being around like-minded students was to my development and happiness. A year after the acquisition, I got to spend my final semester of college in Chicago, being active on campus and participating in our entrepreneurial ecosystem," Kannan said. Kannan currently works as a software engineer at a high growth 100-person startup, named Nuna, a company working to make high-quality healthcare accessible and affordable to all Americans. "Being around others in an environment focused on learning and growth is crucial to success as a company and as entrepreneurs. I am grateful that I experienced of that kind of community when I was in school."



Chapter Leader of the Year

Justin Krug, University of Nebraska Omaha

"CEO helped me discover a major opportunity to get involved and make a difference in my entrepreneurial ecosystem," said Justin Krug, chapter president of University of Nebraska Omaha. "Despite the recent virtual adaption, I championed groundbreaking business development and funding opportunities for Midwestern student entrepreneurs through the creation of the Garage Fund – a student-run initiative that invites young entrepreneurs to craft and deliver a three-minute pitch for a chance at funding and two workshops designed to help propel their business forward."

Krug, a graduating senior at the University of Nebraska Omaha, has secured sponsorship for this initiative in hopes that the opportunity is available long after he graduates. During 2020, Krug also prioritized collaboration efforts across campus lines. Notably, Krug assisted in organizing various conferences and held a pivotal role in the recent launch of an all-new CEO chapter at Wayne State College.



Pitch Competition Winners:



1st Place and \$7,000 to CAPNOS, founded by Brendan Wang, a Michigan State University student



2nd Place and \$5,000 to Kalia Health, founded by Denali Dahl, a University of North Carolina at Chapel Hill student



3rd Place and \$3,000 to AeroPest, founded by Harrison Hertzberg, a Drexel University student



2020 Global Pitch Competition



1st Place Venture

CAPNOS

funded by \$7,000

Brendan Wang: Michigan State University

The Pitch Experience... In Their Own Words:



I first competed on CEO's final stage in 2019. CAPNOS was in its infancy with only our first prototype. We demonstrated great validation in our method of solving the vaping epidemic. From that first competition, I knew that I had to amplify my grit, perseverance and focus to make a difference in our customers' lives. The sheer act of competing demonstrated to me the level of dedication necessary to become a winner, not just in competitions, but as an entrepreneur.

A year later, in 2020, I won the CEO Global Competition and was awarded \$7,000. Since my time on the final stage in 2019, I brought on a co-founder and we hired a full-time employee. We've recruited a Board of Advisors, reiterated our design 3 times to create our production-ready CAPNOS Zero, and filed a provisional patent. To date, we've raised over \$25,000 in non-diluted grant funds.

It was immensely rewarding when we were able to pay off our tooling/manufacturing costs using the funds earned from this competition. Our journey is only just beginning. We have significant work ahead of us to fulfill our mission of preventing lung diseases and saving lives. One thing is certain: we won't be stopping anytime soon."

- Brendan Wang, CAPNOS



Collegiate Entrepreneur of the Year

Javyn Stubbs: Texas State University

The Pitch Experience... In Their Own Words:



Participating in the pitch competition was a really fun learning experience. I relearned why I am, on this entrepreneurial journey which is important. For a brief moment of time, I had focused on how to have the best product idea and the rewards that can come from a successful product. However, I lost sight of why I wanted to become an entrepreneur in the first place. Having the amazing opportunity to compete with others and tell my story of why my pitch concept was unique, allowed me to recenter along my guiding path. I love being a creative person who wants to improve the lives of people, it's my passion. Being reminded of this has made my entrepreneurial path to launch my venture even more clear and fulfilling as I inch closer to my end goal.

So, where am I now? Since the competition, I have applied for various opportunities to raise funds to create my product. I have been working with mechanical engineers to bring my product to life in the most consumer-friendly way possible. The competition helped plan steps and actions necessary to get a successful product to market. I am grateful for the experience. If I could leave a fellow collegiate entrepreneur with some advice, I'd leave you with: When pitching an idea, you are not only pitching the product but you are also pitching yourself. In pitching yourself, knowing why you are doing what you are doing. Following your passions is a very powerful thing that people will gravitate towards naturally."

- Javyn Stubbs

Impact Highlights from Competition



Nearly 60% of all competition participants completed a formal business registration process establishing as an LLC or corporation.



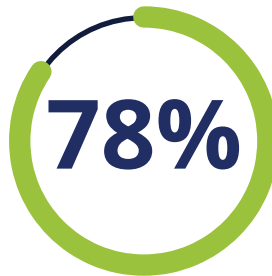
Businesses participating in the competition were able to create 46 full time jobs and 27-part time jobs during their time of participation.



Businesses participating in the competition successfully raised \$328,500 since the inception of their new venture creation. Of these funds, \$92,500 came from pitch competitions.



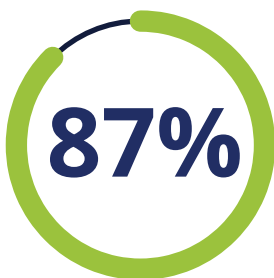
During the three months of the competition, student participants had 850 meetings with mentors and business advisors.



Following the refinement of a formal investor presentation – 78% of students agree that by participating they now have an improved ability to pitch their venture.



83% of participants agree that they are now better prepared to address challenges. 100% of participants indicated that they plan to continue working on their venture post competition.



87% of participants would recommend this competition to a colleague or friend.

Ways to Engage



Business Advisory Committee

This intimate board of corporate sponsors annually supports CEO by way of a sizeable donation. This board of sponsors has the ability to challenge our network to solve a corporate problem. When a sponsor identifies a favorable student solution, they may hire the students/group of students for an intrapreneurial role or fund their ventures.



BizLaunch Week

This new global movement celebrates the entrepreneur on campus. On April 12-16 hundreds of campuses will recenter focus on the co-curricular experiential programming on their campus.

For more details, visit:

bizlaunchweek.com



Colleges & Universities

If you are a university or college representative, and interested in launching a CEO chapter for student entrepreneurs, please connect with CEO's membership coordinator, Jeffrey Russell, to schedule a time for a discovery call. During this conversation we will dive into the status of your on-campus ecosystem and identify ways the CEO network can help elevate your entrepreneurial co-curricular experience.



Corporations

If you are a business or corporation interested in connecting with our global network of 16,500 college students, please connect with CEO's executive director, James Zebrowski. Take a look at our donor roster to see a listing of corporations that support CEO. CEO HQ is continually looking to build further connections with new corporations, enhancing the value provided to its members!



Students

If you are a student at a university or college campus, and interested in an individual or institutional membership, register now! Creating a membership account grants you full access to the online resources provided by CEO, all free of cost (if your campus is a chapter please use your campus link to register).



Board of Directors Expansion

In an effort to secure an unending future for Collegiate Entrepreneurs' Organization, CEO is working towards expanding its Board of Directors membership to include the formation of a Foundational Committee. These voting board members will focus on the financial future of CEO and will represent a collection of Venture Capitalist, Young Business Founders, Entrepreneurial Support Organization Leadership and Serial Entrepreneurs.

CEO Headquarters Staffers & Board of Directors

CEO HQ Team:

Giles Hertz, J.D., President – Collegiate Entrepreneurs' Organization

James N. Zebrowski, Jr., M.S., Executive Director/Corporate Secretary – Collegiate Entrepreneurs' Organization

Jeffrey Russell, M.S., Membership Coordinator – Collegiate Entrepreneurs' Organization

Becky B. Gann, M.B.A. – Treasurer

Jaime Patterson, M.B.A. – Financial Administrator

Board of Directors:

Kimble A. Byrd, J.D.
Rowan University, Rohrer College of Business

Alex F. DeNoble, Ph.D.
San Diego State University, Fowler College of Business

Ms. Becky Gann, M.B.A.
AACSB International

Giles T. Hertz, J.D.
The University of Tampa, Sykes College of Business

Gerald E. Hills, Ph.D.
Co-Founder, Collegiate Entrepreneurs' Organization

Jeffrey S. Hornsby, Ph.D.
University of Missouri, Kansas City, Bloch School of Management

Rebecca J. White, Ph.D.
University of Tampa, Sykes College of Business

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