



The Collegiate Entrepreneurs' Organization  
**CREATING A WORLD OF OPPORTUNITIES**

# 2019

## ANNUAL REPORT



## A Message From the Director

The closure of 2019 brings a deep sense of accomplishment for Collegiate Entrepreneurs' Organization. It marks 36 years of undeniable support to nationwide university/college campuses in their charge to develop human capital. The graduates of CEO chapter campuses are fortified with an entrepreneurial mindset. If properly exercised, it can generate solutions to some of the world's largest problems. Academic programming in entrepreneurship has expanded as a discipline and the great debate of entrepreneurship being natural vs. nurtured is at rest. We now know that with a proper education, an entrepreneurial mindset can be developed and co-curricular enriched.

Since our inception in 1983, the tried-and-true mission of CEO: informing, supporting and inspiring college students to be more entrepreneurial via new venture creation has remained a discipline standard. CEO is revered as the organization that will facilitate the development of a student entrepreneurial ecosystem on a campus. Once thriving, the students in the CEO chapter build lifelong relationships, try new business concepts in a sandbox environment and act as a support system for each-other as they build and develop new ventures.

In our 36th year of operation, CEO helped to create more than 1,700 new businesses network wide. These businesses engaged with mentors, advisors, faculty and entrepreneurs more than 2,700 times. At our 2019 Global Conference & Pitch Competition, CEO realized attendance from 155 campuses. 35% of those attending were female entrepreneurs with 48% of total attendees representing a minority class. Even more impressive is that 57% of attendees indicated that they would be launching a venture post-graduation in lieu of taking a job.



As I reflect on the accomplishments of CEO throughout our longstanding history, having impacted hundreds of thousands of students in their quest to be entrepreneurs; I am filled with a deep passion to continue our mission, to expand our reach and to provide access to resources and events that help to spark the entrepreneurial mindset. In our 2019 annual report, you will find upcoming events, further details on our network-wide impact, information on how the organization has grown in 2019, a few notable stories featuring our chapters and events and finally, ways that you might be able to engage with CEO.

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.

# Upcoming Events

- Southeast Entrepreneurship Conference (SEEC): Feb. 29 - March 1, 2020
- SESI Midwest Entrepreneurship Conference (SESI-MWEC): March 13, 2020
- Northeast Entrepreneurship Conference (BU-NEEC): March 21, 2020
- Marketplace Live Entrepreneurship Simulation Challenge: March 3 – March 30, 2020
- Collegiate BizLaunch Week: March 30 – April 3, 2020
- UNO Midwest Entrepreneurship Conference (MWEC): April 3-4, 2020
- TCU Values & Ventures Competition: April 24-25, 2020
- Global Conference & Pitch Competition: Oct. 29 - Oct. 31, 2020 (Chicago, IL)

## 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.



## Impact

In 2019, 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 our annual impact survey. During the Spring/Fall 2019 semesters, chapters hosted...

**931 speaker sessions with accomplished entrepreneurs**

**923 social networking events**

**786 entrepreneurial skillset workshops**

79% of the chapters in CEO's network were hosting anywhere from 5 to more than 15 coordinated events for their student entrepreneurs.

### **In 2019, CEO chapters hosted nearly 2,700 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 2,742 mentor meetings this year,

### **CEO chapter members launched more than 1,700 businesses.**

## Growth

CEO is committed to providing value to its chapters by way of its membership model. In 2019, CEO added two new resources to its chapters at no additional cost in membership. These resources, LawCloud & Klaviyo, provide access to a free legal services and e-commerce tools, respectively. With this increase in value, CEO saw an increase in chapter membership,

### **resulting in a 28% increase in membership revenues.**

The nominal \$230 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 23%.**

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 Embarc Collective. 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, PricewaterhouseCoopers (PwC), Target, Microsoft, Marriott, Accenture, Wells Fargo, The Coca-Cola Company and Enterprise.

# Featured Stories

**Bryson Pritchard**  
Pritchard Innovations



## Member Feature:

2018 Global Pitch Competition – 2nd Place  
2019 SEEC Pitch Competition – 1st Place

**“CEO has helped me pursue a utility patent, thus letting me begin conversations with manufactures about licensing out the product,” said Pritchard. “CEO has set me up for success considering the amount of support I have received from the organization. I would not be where I am today in the progression of my company if it wasn’t for CEO.”**

Pritchard, a student at Stetson University, has secured a significant amount of funding through CEO sponsored pitch competitions, furthering the progress of his medical device designed to mitigate bloodstream infection rates!

## Member Feature:

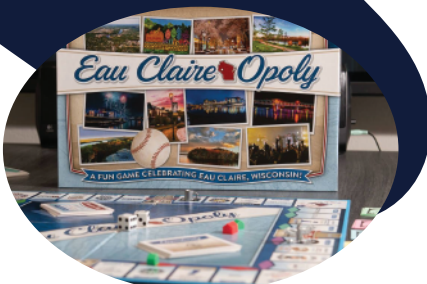
Each year, The Women’s Business Enterprise National Council (WBENC) selects one female founder finalist from the pitch competition for automatic acceptance into the WBENC Student Entrepreneur Program (SEP). This past fall, WBENC chose its first SEP participant at the CEO Global Pitch Competition. Caitie Gehlhausen, founder of Socket Lock-It and a sophomore at High Point University won the CEO Pitch Competition, earning funding and was selected by WBENC to participate in the 2020 WBENC SEP. Socket Lock-It is an adhesive cardholder for the back of any phone, with a receptacle that can easily exchange in and out phone grips. After learning of her selection, Gehlhausen was quoted, noting that

**“Being able to participate in CEO and WBENC SEP is such a dream come true. I am so excited to be a part of the WBENC program, that equips young women with the resources that turns ambition into fruition. Women inspiring women is such a powerful combination.”**

**Caitie Gehlhausen**  
Socket Lock-It



**Eau Claire-opoly**



## Chapter Feature:

Earning recognition from ABC and Fox outlets, the CEO chapter at University of Wisconsin, Eau Claire has successfully launched their in-house developed board game, “Eau Claire-opoly,” a local twist on a classic board game. Local companies pitched in to support the chapters efforts, and in the process secured their own spots on the board. The game truly captures the culture of the city of Clear Water in Milwaukee, which hosts UW Eau Claire, and instills a sense of pride within the community. The group has seen incredible interest thus far, already selling 350 of the 500 limited edition game boards created. All funds brought in through the sale of Eau Claire-opoly go directly towards supporting further programs for the CEO chapter on campus.

## Headquarter Feature:

The CEO Hall of Fame, a program powered by the CEO Board of Directors, welcomed its newest inductee Kyle Taylor, Founder and CEO of The Penny Hoarder. A website, which originally in 2010 served as a personal blog showcasing ways to save and manage money. Since then, The Penny Hoarder has been recognized as one of the fastest-growing media companies by Inc. Magazine three years in a row. The business has since scaled to cover a variety of topics such as budgeting, debt, retirement, credit scores, and more! Upon his induction, Taylor noted

**"I have a deep admiration and respect for the Collegiate Entrepreneurs Organization and its mission to support student entrepreneurship. I'm humbled to be joining other CEOs and industry leaders in the Hall of Fame."**



## Headquarter Feature:

### "Home for Seven"

In November of 2019, The University of Tampa and CEO renewed the host institution agreement committing further financial, departmental and in-kind support to Collegiate Entrepreneurs' Organization. The agreement is seven years in nature.

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

- James Zebrowski, Executive Director of the Collegiate Entrepreneurs' Organization ®, Inc.

**"CEO's mission is essential to developing the next generation of entrepreneurs, aligning beautifully with UT's focus of providing the highest quality educational experiences for students."**

- Roland L. Vaughn, Ph.D., President of The University of Tampa

THE UNIVERSITY  
OF TAMPA®

# 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 March 30 – April 3rd hundreds of campuses will re-centers focus on the co-curricular experiential programming on their campus.

For more details, visit:

[bizlaunchweek.com](http://bizlaunchweek.com)



## Colleges & Universities

If you are a university or college representative, and interested in launching a CEO chapter for your 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 that 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 16,000 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).



## Collegiate Entrepreneurs' Organization ®, Inc.

401 W. Kennedy Blvd.  
Box 2F  
Tampa, FL 33606

(813) 258 -7236  
globlahq@c-e-o.org

[www.c-e-o.org](http://www.c-e-o.org)  
[www.bizlaunchweek.com](http://www.bizlaunchweek.com)