



www.createeveryopportunity.org



Dear Future CEO Advisor or Future High School,

Imagine a program that provides high school students and schools with a program that teaches the importance of entrepreneurship, financial literacy, mental health and common sense knowledge. Bring CEO to your high school today! Be a part of a network with industry leaders, passionate students and educators who support entrepreneurship and financial literacy by supporting The CEO Program. It is our pleasure to introduce you to one of the most powerful teaching and learning tools that you'll ever find.

As a CEO Advisor or participating school, you'll have access to top of line resources to enhance learning and the opportunity to create a real impact. The CEO Program, which includes CEO events, grants, scholarships, online resources and more, will engage and motivate your students, encouraging them to chase their dreams. As a result of participating in CEO, our students become financially literate, resourceful, and professionally responsible. On behalf of Create Every Opportunity, we are here to support you in getting the most out of CEO for your school and students.

There's no doubt with the tools and resources available to you, as well as your dedication, you'll quickly learn all about what CEO can provide!





What is Create Every Opportunity?

Create Every Opportunity (CEO) is an educational organization that provides high school students and schools with a program that teaches the importance of entrepreneurship, financial literacy, mental health and common sense knowledge. Anyone who wants to create a business or just wants to become financially literate can make use of The CEO Programs.

It's never too early to learn about financial literacy. Every second wasted not learning the ropes is a potentially wasted opportunity. Create Every Opportunity puts learning at the forefront of our vision - we provide our program along with an extensive list of industry leaders who curate the lessons and pitch in their own ideas. In the very near future, we hope to see CEO help pave the way for a massive push with regard to entrepreneurship and financial literacy education.





CEO Program Introduction

When integrated into the classroom, The CEO Program supports financial literacy and entrepreneurship, along with innovation, career development, communication, leadership, common sense knowledge and mental health. The CEO Program provides high school students and schools with a unique and innovative platform that teaches and supports all of these skills. The CEO Program teaches entrepreneurship and topics within the realm of common sense and mental health, something that isn't explored that much within the typical educational system - CEO helps students understand how to establish their own business ventures from the ground up if they choose to. CEO also helps students seek investments, scholarships, grants, internships, mentorship and many other resources. CEO supports competition, allowing our members to compete in numerous events that make them apply skills learned in the CEO program and support business. For students to understand how to start with their business ventures, they can schedule counseling sessions with the company's in-house entrepreneurial specialists or speak with their CEO Chapter Advisor.

Anyone who wants to create a business or just wants to become financially literate can make use of The CEO Program. We hope to see CEO help pave the way for a massive push with regard to entrepreneurship and financial literacy. CEO boasts top-quality lessons created by industry leaders spanning different industries. Our program is designed to guide students through the process of establishing a business, scaling it up, and maintaining that growth, while encouraging our students to develop an entrepreneurial mindset. Studying entrepreneurship at a young age benefits learners from different social and financial backgrounds as it teaches people to cultivate unique skills and to think outside the box. These crucial life skills include problem-solving, teamwork, empathy, and accepting failure as part of the growth process.



Crafted Lessons from Industry Leaders

Create Every Opportunity (CEO) pushes for advocacy designed to expand the horizons of young hopefuls. CEO serves as an avenue where high school students can hone their skills and create a future filled with success and triumphs. Moreover, CEO allows our budding entrepreneurs to build networks that will help them grow their businesses and achieve their goals. We take pride in the excellence of our learning programs. CEO boasts of colors that exude success, especially with our well-crafted lessons provided by known industry leaders worldwide, such as Barstool CEO Erika Nardini, Craigslist Founder Craig Newmark, Billionaire John Catsimatidis, Girl Scouts CEO Sylvia Acevedo, Miami Mayor Francis Suarez, Shark Tank Entrepreneur Sabin Lomac, MLB Commissioner Rob Manfred, NWAB President Jen Earle - Just to name a few! The CEO Program is designed to help students learn the ropes behind growing and maintaining business while encouraging them to develop an entrepreneurial mindset and become financially literate.



Craigslist Founder Craig Newmark



Real Estate Tycoon Leonard Steinberg



CWHL Commissioner Brenda Andress



NYU Professor Jeff Carr



Shark Tank Entrepreneur Sabin Lomac



NFL Head Coach Hue Jackson



Billionaire Entrepreneur John Catsimatidis



Miami Mayor Francis Suarez



Barstool CEO Erika Nardini



MLB Commissioner Rob Manfred



Promos from CEO Curated Lessons



Barstool CEO Erika Nardini



Real Estate Tycoon Leonard Steinberg



NFL Head Coach Hue Jackson



Restaurateur Telly Hatziogeorgiou



Billionaire Entrepreneur John Catsimatidis



NYU Professor of Entrepreneurship Jeff Carr



CEO Core Values

- **Entrepreneurship**
 - Entrepreneurship teaches students critical life skills that will help them navigate their future. Some of these skills include problem-solving, teamwork, empathy, as well as learning to accept failure as a part of the growing process
- **Financial Literacy**
 - Financial literacy is crucial because it equips people with the knowledge and skills needed to manage money effectively. It's one thing that will impact almost every aspect of your life, yet many people do not have the knowledge they should and even those who do often don't share it with their students.
- **Common Sense Knowledge**
 - Common sense is a form of decision-making and the ability to imagine the consequences of something you do - It stops us making irrational mistakes and makes it easier to make choices on what to do. Artificial intelligence (AI) has seen great advances recently, but there is one area where progress has been extremely slow: common sense. Common sense knowledge also helps to solve problems in the face of incomplete information.
- **Mental Health**
 - Mental Health determines how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood. Over the course of your life, if you experience mental health problems, your thinking, mood, and behavior could be affected.



CEO Connect

CEO Members are granted online access to CEO Connect, which provides students with an online platform that provides a variety of resources. Students can start banking on their business ideas with CEO's support - Connecting with mentors and other experts in the field, they can use our extensive network of well-known business owners and industry leaders. For students to understand how to start with their business ventures, they can schedule counseling sessions with our in-house entrepreneurial specialists. Furthermore, CEO helps students seek grants, investments, internships, scholarships, and so much more! CEO Connect also allows members to brainstorm and chat with other CEO members about different business ideas and support each other.

In turning the student's conviction into action, members are also given access to our private crowdfunding page that allows them to acquire investments, grants and start growing their businesses. Each student's profile on the page will include their stories, helping them connect with our team of donors and investors on a personal level. At the same time, we also encourage other individuals to donate to all the students' business ideas. By voting with their dollars, the donors can become part of another person's journey. In the long run, the donors help these young entrepreneurs chase their dreams. Members can also make request directly to the CEO team - requesting a specific lesson or a person to make a video for The CEO Program. CEO Connect also members to get the most out of The CEO Program





CEO Resources for Students

- Exclusive Content and Lessons from Experts in Every Industry
- Live and Pre-Recorded Q and A's with Industry Leaders and Experts
- Internship Opportunities
- Mental Health Counseling and Mentors
- Financial Assistance and Business Grants
- School Grants and Donations
- Events, Conferences and Competitions
- Scholarships and Grants
- Hybrid/Remote Learning Options
- Access to CEO Connect
- Student Leadership Opportunities
- Post Graduation Resources



CEO Leadership Team

CEO Elections should take place within the first 2 weeks of the school year. We have established 6 leadership positions available to all members. The leadership team should be organized as shown:

1. CEO Advisor
2. CEO Class President (CEO)
 - a. Responsible for connecting with officers and establishing chapter vision, management and organization that ensures each chapter officer has the training, support, accountability and resources to deliver a powerful CEO experience for each CEO member.
3. CEO Class Chief Operating Officer (COO)
 - a. Responsible for chapter participation, preparation and performance in competitive and non competitive events.
4. CEO Class Chief Financial Officer (CFO)
 - a. Responsible for chapter budgeting, accounting and fund development efforts.
5. CEO Class Chief Technology Officer (CTO)
 - a. Responsible for chapter technology needs, social media and assistance.
6. CEO Class Chief Marketing Officer (CMO)
 - a. Responsible for initial member recruitment, branding and promotions.
7. CEO Class Chief Human Resources Officer (CHRO)
 - a. Responsible for the mental health of members and responsible for connecting members to a welcome, value-filled, fun educational experience.



CEO Core Values Pyramid





Introducing CEO to Your Students + School

Any student enrolled in your school is eligible to join CEO. Some ideas for introducing CEO are below:

- Show CEO's promotional video and review the criteria for CEO membership and all of the possibilities. Give students information about how to join, including dues, deadlines and a calendar of activities.
- Have your students independently write a solution to the CEO Introductory role-play, and then pair up your students and have them take turns being the participant and the judge. After they've completed the activity, explain to them how it's similar to CEO and how they can earn recognition and awards.
- Talk about professional development and the importance of joining professional organizations. Discuss CEO's mission statement and guiding principles, and then have students brainstorm ways CEO could help them advance their entrepreneurial and career goals.
- Talk about the different leadership opportunities that your students can take advantage of.

Any Private or Public High School is eligible to join CEO. Some ideas for introducing CEO to your school are below:

- One of your top priorities as a CEO advisor should be to develop a supportive relationship with your administration, making sure your principal, counselor, superintendent and school board understand that CEO is integral to helping achieve academic and other school goals.
- Without knowing what CEO is all about, other teachers can become resentful when CEO activities take members out of class or come into conflict with other events on the school calendar. As you do with administrators, take time to ensure that faculty and staff members understand the ways CEO activities support and enhance other curriculum areas and help members achieve academically.
- Parents who are aware of CEO and the opportunities it offers to members can be one of your best recruiting tools. They will want their students to take advantage of what your chapter offers. Once members are involved, parents become one of your main sources of support.
- When working with a local business, be a contributing partner, don't just take from the business. Help with projects that benefit the business, such as developing an ad campaign or a new logo, conducting marketing research or raising money for a charity. These types of projects will make the partnership worthwhile for the businesses and can make them your chapter's best advocates in the community.



Create Every Opportunity Advisor Role

As a CEO advisor, we provide you with a powerful array of tools and resources that you can integrate into classroom instruction and bring your classroom to life!. The most successful teachers and CEO advisors take advantage of all of our resources and activities by using them in class to apply learning, connect to business and promote creative thinking. One of your first responsibilities in serving as a CEO advisor is giving thought to how you will integrate CEO in your classroom. You can either integrate The CEO Program as:

1. After School Club or Activity
2. Elective or Classroom
3. Online/Hybrid Learning

You will notice that many of the specific responsibilities of serving as a CEO advisor support the work you are already doing as a classroom teacher:

- Integrate activities that teach or reinforce CEO Pillars of Success
- Engage your students in a small learning environment and provide opportunities for growth and leadership
- Facilitate career preparation and goal setting
- Integrate the expertise of business leaders into classroom through CEO
- Develop business-based opportunities for students through CEO resources



Implementing CEO

CEO's implementation provides the framework and resources to bring CEO to any school:

After School Club/Program

- Up to 30 CEO curated sessions for Club Format
- Access to CEO Connect for Students and Online Resources
- Access to all CEO program resources

School Elective

- Up to 75 CEO curated sessions for Classroom Format
- Access to CEO Connect for Students and Online Resources
- Access to all CEO program resources

Online/Hybrid Resource Only

- Access to CEO Connect for Students and Online Resources
- Access to select CEO program resources
- Introduction to CEO Program



The CEO Advantage

First Hand Knowledge
Curated by Industry
Experts in Every Field
Supporting CEO Pillars
of Success

Business and Personal
Financial Literacy Skills
and Advice from Top
Professionals

Supports Mental Health
and Common Sense
Knowledge with 21st
Century Learning

Students Learn CEO
Pillars by Becoming
Experienced Leaders
and Professionally
Responsible

Learning How To Be a
Successful Entrepreneur
with The Best Resources
Available for Students
and Teachers

CEO Will Bring Your
School to Life by
Empowering Students to
Create Their Own
Opportunity

Business Incubation and
Related CEO
Competitions Supporting
Business and Innovation

Grants and Scholarships
Benefiting CEO Students
and High Schools
Towards Education and
Entrepreneurial Pursuits

Ease of Use with CEO
Connect and Online
Resources Along with
Professional Customer
Service 7 Days a Week

CEO Program Discounts
Based on Location,
Number of Students,
Access, Etc.



Create Every Opportunity Story

Create Every Opportunity (CEO) was founded by two young entrepreneurs, Zachary Sarf (Herricks High School) and Ashley Henschel, whom both graduated from Michigan State University. Founder Zachary Sarf was inspired to start CEO because of his passion for helping other people. After finding out about America's financial literacy problem, he knew he had to create a solution to help younger generations from falling into the trap. The numbers don't lie; Americans have a financial literacy problem. Nearly two-thirds of Americans can't pass a basic test of financial literacy. Over 53 percent of adults have admitted that thinking about their financial situation makes them anxious, and 44 percent say that discussing their finances is stressful.

Zachary himself is a born businessman, having started his first business, FlipFlop, when he was a sophomore at Michigan State University. He founded CEO with the help of President and Co-Founder Ashley Henschel. Grounded in a mission to help others climb the pinnacles of triumph, Ashley Henschel helped create a program and a platform that promotes tenacity and celebrates excellence. And because there is a need to foster an environment that assists people in climbing the summits of success in this dog-eat-dog world, Ashley thought it best to become a catalyst for change in such a cutthroat industry. Ashley and Zachary have the same mission - to teach all students the basics of financial literacy while showing them how to apply the same principles to their businesses. CEO is better defined by the number of business magnates and financially literate individuals that we produced - we envision a financially inclusive world where people from all ages and backgrounds can hold the power to improve their lives through the world of entrepreneurship.





Create Every Opportunity Team

"Founder and Managing Director of the company, Zachary Sarf established [CEO] because he wanted to push what he called "common sense knowledge." It has become such a coveted form of wisdom that he had to establish his own company to push it back into the world. Anyone who wants to create a business or just wants to become financially literate can make use of the Create Every Opportunity programs. In the near future, Zachary Sarf hopes to see his company help pave the way for a massive push with regard to entrepreneurship and financial literacy. He wants a majority of high schools across America to rethink their educational programs and align them with what Create Every Opportunity has to offer." - Yahoo Finance



Zachary Sarf
Founder and Managing Director
Sarf@createeveryopportunity.org

"But the brilliance of this educational organization lies beyond money-making pursuits. As the problem of financial illiteracy continues to increase in numbers, Ashley helped establish Create Every Opportunity in order to address this alarming gap. Hence, this after school program was not only created to become a breeding ground for business moguls, but it was also built to prepare young individuals in the future by equipping them with the basics of financial literacy and management ... Ashley Henschel created a platform that promotes tenacity and celebrates excellence. And because there is a need to foster an environment that assists people in climbing the summits of success in this dog-eat-dog world, Ashley thought it best to become a catalyst for change in such a cutthroat industry. And as she continues to take the reins of Create Every Opportunity, Ashley invites every aspiring hopeful to chase their entrepreneurial dreams and keep the faith." - LA Wire



Ashley Henschel
Founder and President
Ashley@createeveryopportunity.org



CEO Publications

New York Weekly

<https://nyweekly.com/business/create-every-opportunity-inc-invites-high-school-students-to-learn-about-entrepreneurship/>

NBC News

<https://www.wrcbtv.com/story/42397070/nonprofit-org-create-every-opportunity-promotes-entrepreneurship-and-financial-literacy-skills-to-the-younger-generation>

The American Reporter

<https://www.theamericanreporter.com/create-every-opportunity-securing-a-brighter-financial-future-for-americans/>

The LA Wire

<https://lawire.com/ashley-henschel-paves-the-way-for-aspiring-moguls-through-create-every-opportunity/>

The La Wire

<https://lawire.com/ashley-henschel-paves-the-way-for-aspiring-moguls-through-create-every-opportunity/>

Yahoo Finance

<https://finance.yahoo.com/news/create-every-opportunity-makes-financial-122000401.html>



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Bring CEO To Your High School Today



John Catsimatidis
@john.cats





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