

# Create Every Opportunity

BRINGING FINANCIAL LITERACY,  
ENTREPRENEURSHIP AND LIFE SKILLS EDUCATION  
TO SCHOOLS, COLLEGE ATHLETES, CENTERS AND  
HOMES





# Message from The Founder



Why didn't they teach me this in school? That's something I said a lot as a founder - working on my first venture, learning how to operate a business on my own. I realized how much easier it would have been if I received more business and financial literacy education before I left high school. That's what we set out to change at Create Every Opportunity!

**Zachary Sarf - Founder at Create Every Opportunity**



# The CEO Mission

**Create Every Opportunity's mission is to provide financial literacy and entrepreneurship learning to all, know matter their financial circumstances or background.**





# Introduction to Create Every Opportunity

**A core principle in The CEO Program is how to identify problems and create solutions. At Create Every Opportunity, that is exactly what we did - we identified a problem and created the best solution. Create Every Opportunity offers a web-based curriculum for high schools, college athletes and treatment centers to teach the fundamental principles of financial literacy, job readiness and entrepreneurship. CEO has worked with acclaimed professors and business leaders to develop 300+ interactive learning modules on topics such as: bank accounts, money management, budgeting, credit/debit cards, resume building, interviewing, taxes, interest, saving, investing, credit scores and business planning. Our resources not only teach the students, but also educate the school or center how to properly teach entrepreneurship, job readiness and financial literacy.**





# The CEO Program Basics



**Customized CEO  
Financial Literacy, Job  
Readiness and  
Entrepreneurship  
Curriculum**

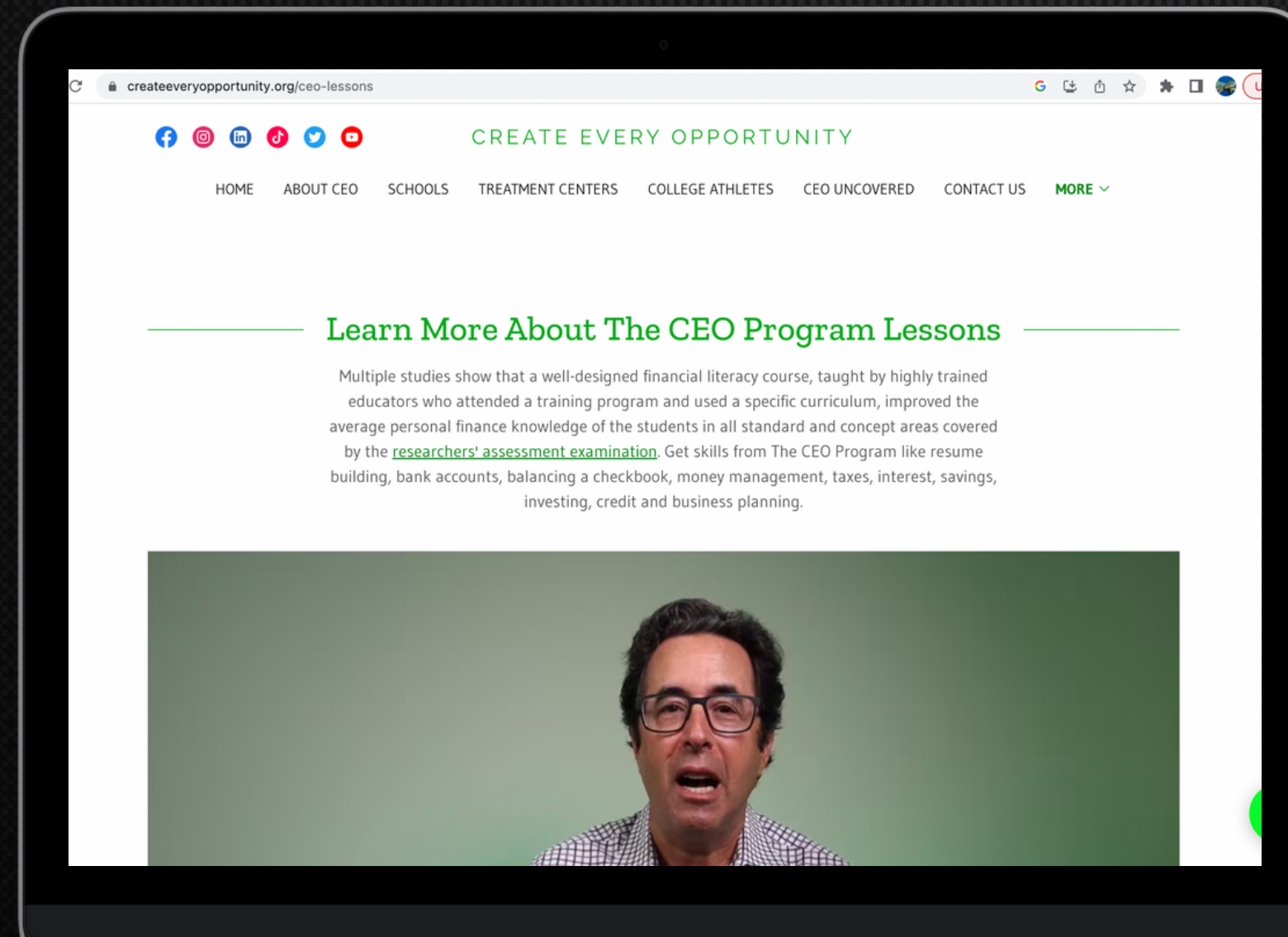
**All CEO Modules  
and Access to  
CEO Connect  
Platform**

**Government  
Compliance with  
Bills and State  
Standards and CEO  
Uncovered Access**

**Q and A's with  
Industry Leaders and  
Access to Teacher  
Training and Center  
Onboarding**



# Pick and Choose from Over 300+ CEO Lessons



**Budgeting, How to Do Your Taxes and How to Read a Pay Stub**

**Debt Management, Financial Literacy and Entrepreneurship Skills**

**Time Management, Stress Management and Financial Aid**

**Social Media Skills, Negotiating and Job Readiness Skills**



# CEO Connect

**CEO Connect offers a unique and exclusive learning experience allowing students to learn the basics and use their full potential. The CEO Program members are granted online access to CEO Connect - which delivers a world class, online learning experience available anytime, anywhere on your smartphone or personal computer. CEO Connect allows schools, colleges and centers easy integration of our program for any type of style and learning environment. CEO Connect allows teachers to interact with others partnering schools within our portal.**



**Home for The  
CEO Program**



**Student and Teacher  
Friendly Interface**



**World Class,  
Online Learning  
Experience**



# Crafted Lessons from Industry Leaders Across Every Field

Multiple studies show that a well-designed financial literacy course, taught by highly trained educators who attended a training program and used a specific curriculum, improved the average personal finance knowledge of the students in all standard and concept areas covered by the researchers' assessment examination.

We take pride in the excellence of our learning programs. CEO boasts of colors that exude success with our well-crafted lessons provided by known industry leaders worldwide. We provide treatment centers with the best resources possible to teach entrepreneurship and financial literacy skills that prepares patients for their future.



Barstool Sports CEO Erika Nardini, Billionaire John Catsimitidis, CWHL Commissioner Brenda Andress, Shark Tank Entrepreneur Sabin Lomac, Marketing Specialist David Aaker, NFL Head Coach Hue Jackson, Bestselling Author Jay Samit, NWAB President Jen Earle, AT&T CEO John Donovan, GaryVee Executive Creative Director David Rock



Market Service CEO Larry Sarf, Girl Scouts CEO Sylvia Acevedo, MLB Commissioner Rob Manfred, NYU Professor Jeffrey Carr, Miami Mayor Francis Suarez, Mindset Expert Nancy Feinstein, Billionaire David Rubenstein



Apple and Canva Executive Guy Kawasaki, Craigslist Founder Craig Newmark, Real Estate Mogul Leonard Steinberg, Boost Mobile CEO Stephen Stokols, AUSTRADE Executive Jessica Richmond



# The CEO Program for High Schools

**The CEO Program for Schools is a web-based curriculum to teach students the fundamental principles of financial literacy and entrepreneurship. CEO partnered with world class businesses and industry leaders to lend valuable real-world experience and credibility to our program, along with maximum engagement for students. CEO has worked with acclaimed professors and business leaders to develop 300+ interactive learning modules on topics such as: bank accounts, money management, budgeting, credit/debit cards, resume building, interviewing, taxes, interest, saving, investing, credit scores and business planning. Our resources not only teach the students, but also educate the school or center how to properly teach entrepreneurship, job readiness and financial literacy.**





# The CEO Program for College Athletes

The CEO Program teaches student athletes the financial literacy, entrepreneurial and life skills necessary to profit from their NIL. Our modules were created to provide skills like learning taxes and signing a contract to endorse products to college athletes - it has become more important than ever to provide tools to help student-athletes maintain compliance and learn money management skills. The CEO Program provides athletes with workshops and modules to help athletes discover how to manage time and money through CEO Connect.

The NCAA's NIL policy does not set specific standards for how schools should educate athletes — and how to manage earnings as a result. In fact, it has provided more detail about booster involvement than suggested financial literacy. There have been countless stories of college athletes signing things without actually understanding what they are signing. The Florida House Education and Employment Committee voted unanimously to pass HB 7B, which allows universities to help student-athletes with NIL sponsorship deals with companies, by requiring financial literacy and entrepreneurship workshops.





# The CEO Program for Centers

The CEO Program for Treatment Centers offers a unique job readiness, entrepreneurship and financial literacy learning experience that allows adults to learn anything from the basics of job placement and interviewing to potentially developing their own business. CEO has partnered with world class businesses and industry leaders to lend valuable real-world experience and credibility to our program, along with maximum engagement for students. We acknowledge that many individuals with mental health and substance abuse problems may have a limited income, poor credit and minimal access to financial institutions, so we created our program with 300+ lessons from industry leaders to help bridge the knowledge gap for all people.





# Implementation

**#1**

## Step 1

Email or Call The CEO Team

- Inquiry
- Receive Demo of CEO Connect

**#2**

## Step 2

Follow Up Discussion

- Custom Quote Made

**#3**

## Step 3

Implement The CEO Program with  
CEO Connect + Teacher Training





# What People Say About Create Every Opportunity



**The Florida House Education and Employment Committee voted unanimously to pass HB 7B, which allows universities to help student-athletes with NIL sponsorship deals with companies, by requiring financial literacy and entrepreneurship workshops. Listen to Create Every Opportunity speak on the importance of financial literacy and entrepreneurship education.**



# What People Say About Create Every Opportunity



## Yahoo Finance

**“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”.**



## LA Wire

**“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”**



## NY Weekly

**"The student-participants, to apply their entrepreneurial knowledge, can start banking on their business ideas with the company's support. Connecting with mentors and other experts in the field, they can use the company's extensive network of well-known business owners. For students to understand how to start with their business ventures, they can schedule counseling sessions with the company's in-house entrepreneurial specialists. "**



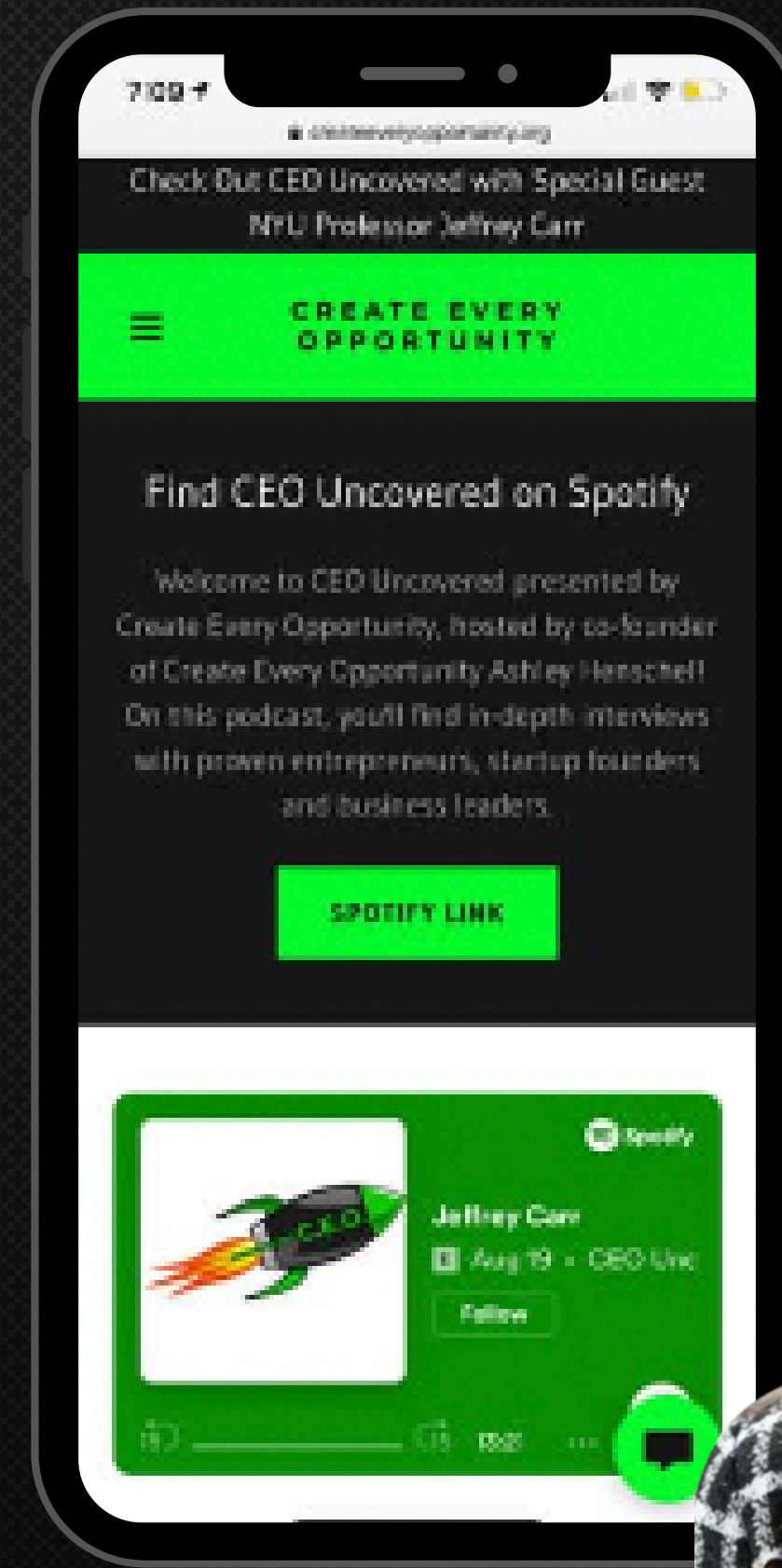
## Follow Our Instagram

@The\_CEO\_Official\_

## Check Out Our Podcast

Spotify and Apple Music  
"CEO Uncovered"

Check out the podcast, hosted by  
Ashley Henschel at  
[www.createeveryopportunity.org](http://www.createeveryopportunity.org)





# Contact The CEO Team



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# Join The Movement

**CREATE EVERY  
OPPORTUNITY**

