

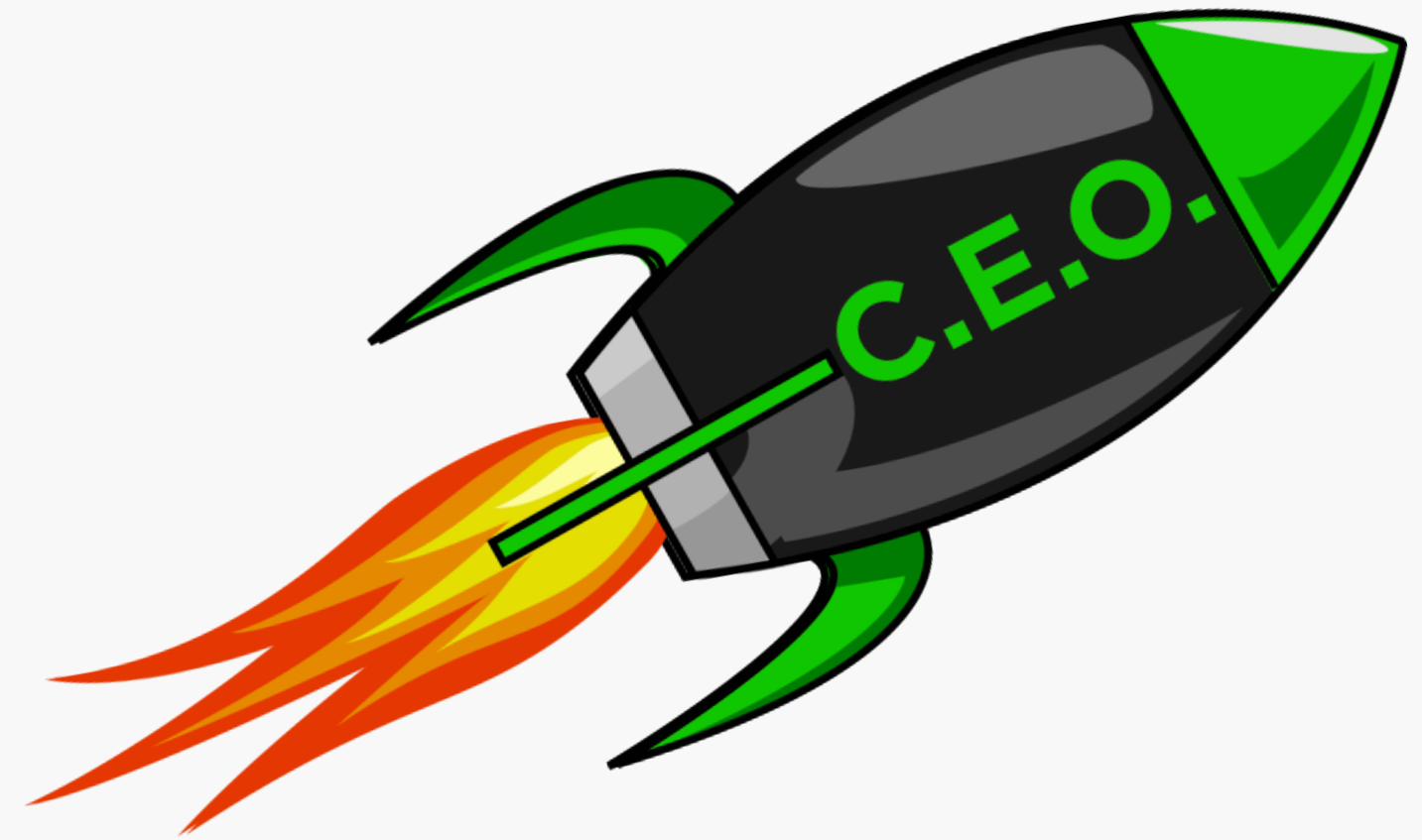
# Create Every Opportunity

CEO Learning LLC



# "3 in 4 Young Adults Cannot Answer Basic Financial Questions"

CEO LEARNING LLC PROVIDES RESOURCES TO SCHOOLS SO THEY CAN TEACH STUDENTS SKILLS ASSOCIATED WITH ENTREPRENEURSHIP, FINANCIAL LITERACY AND COMMON SENSE KNOWLEDGE. THAT MEANS TWO THINGS: ONE, SCHOOLS CAN OFFER CLASSES AND CLUBS THAT THEY WOULD NOT BE ABLE TO OFFER WITHOUT THESE RESOURCES, AND TWO; STUDENTS CAN GET ACCESS TO THE BEST RESOURCES TO LEARN THESE CRUCIAL LIFE SKILLS AND HAVE THE OPPORTUNITY TO GROW THEIR OWN BUSINESS





"69% of Parents Admit They Are Reluctant About Broaching The Topic of Finances With Their Children"

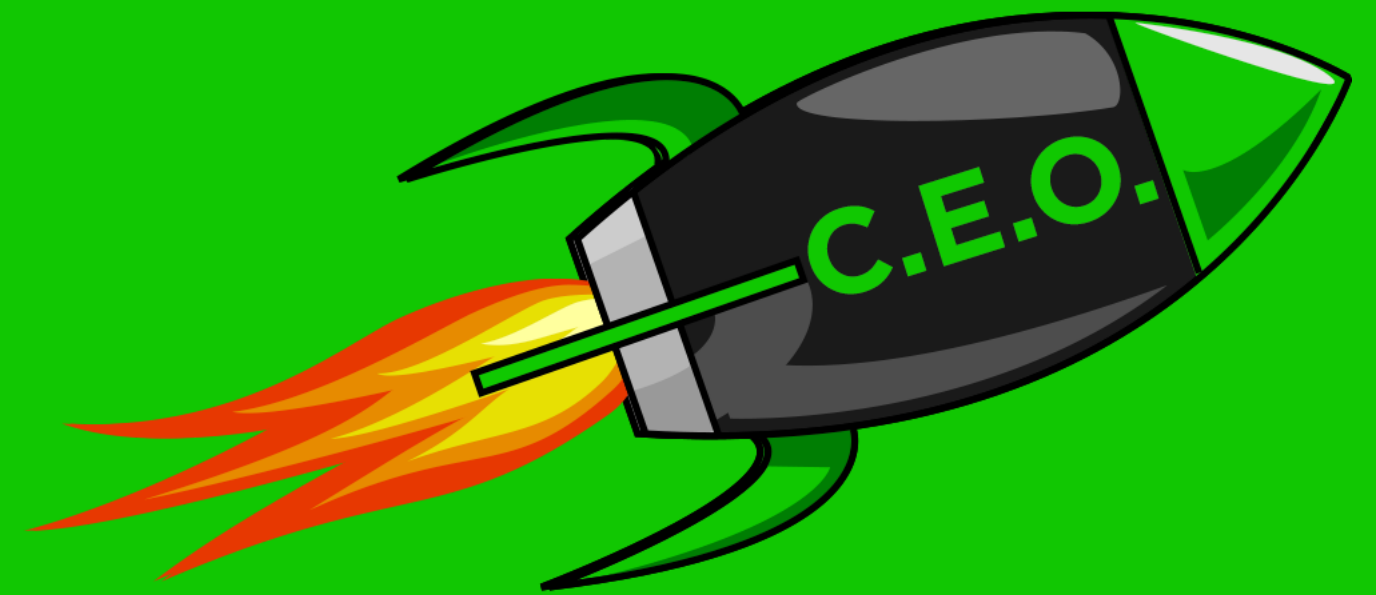
WE HAVE CREATED A LOW COST SOLUTION FOR SCHOOLS TO BE ABLE TO TEACH THE IMPORTANCE AND BASICS OF ENTREPRENEURSHIP AND FINANCIAL LITERACY WITH THE HELP OF THE TOP EXPERTS IN EVERY FIELD

Students who learn personal finance principles early have the most time to apply what they know, getting the most out of their knowledge. Even better, many students apply what they learn right away.

# 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. We provide high schools and teachers with the resources to teach these topics in schools, since most teachers are not qualified to do so.

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.



# What is Create Every Opportunity?



The CEO Program makes teaching more fun and rewarding and gives students the spirit to excel. Imagine a classroom full of motivated students who are engaged in learning and captivated by the resources you share with them. As standardized testing has become more common in schools, opportunities for students to innovate and collaborate with others have become more scarce. Entrepreneurship education encourages creativity, innovation, and collaboration. By supporting CEO, students don't just become ready to create their own futures — they become ready to change the world.

CEO is defined by the number of business magnates and financially literate individuals produced.

# The CEO Program for High Schools



## BUSINESS AND ELECTIVE COURSE

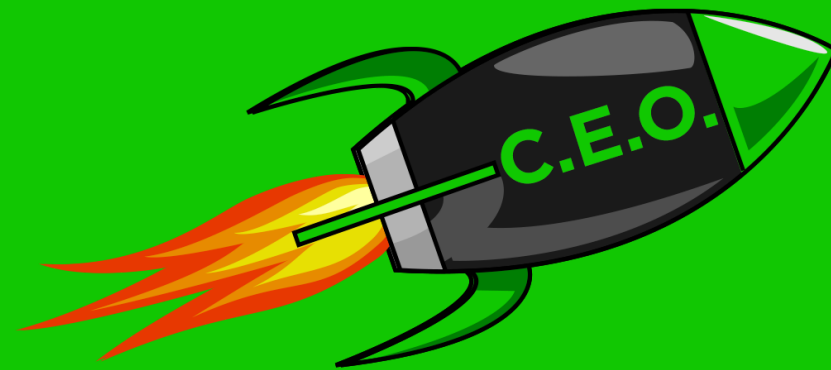
Integrate The CEO Program as an elective course or allow it to strengthen your current business curriculum. According to a Champlain College national report card on financial literacy, 27 states received a grade of “C” or lower. And while students do learn math in school, the majority of schools are not required to teach finance-related curriculum.

## AFTER SCHOOL PROGRAM AND CLUB

Implement The CEO Program as an after school activity for students in your school. The business world has changed more in the last 10 years than in the previous 40. You should be learning from those who’ve been there, done that. Experience beats theory every time - knowing how to put theory into practice is what sets people apart and that’s where CEO comes in.



# CEO PROGRAM BASICS



Lessons are short and focused and taught by industry experts



Practical content that students can apply straight away



Business topics curated by different business leaders, companies and founders





# Crafted Lessons from Industry Leaders Across Every Field

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, such as Barstool CEO Erika Nardini, NFL Head Coach Hue Jackson, Craigslist Founder Craig Newmark, Billionaire John Catsimatidis, Girl Scouts CEO Sylvia Acevedo, Miami Mayor Francis Suarez, MLB Commissioner Rob Manfred, NWAB President Jen Earle, - Just to name a few! We provide teachers with the best resources possible to teach students about entrepreneurship and financial literacy skills.

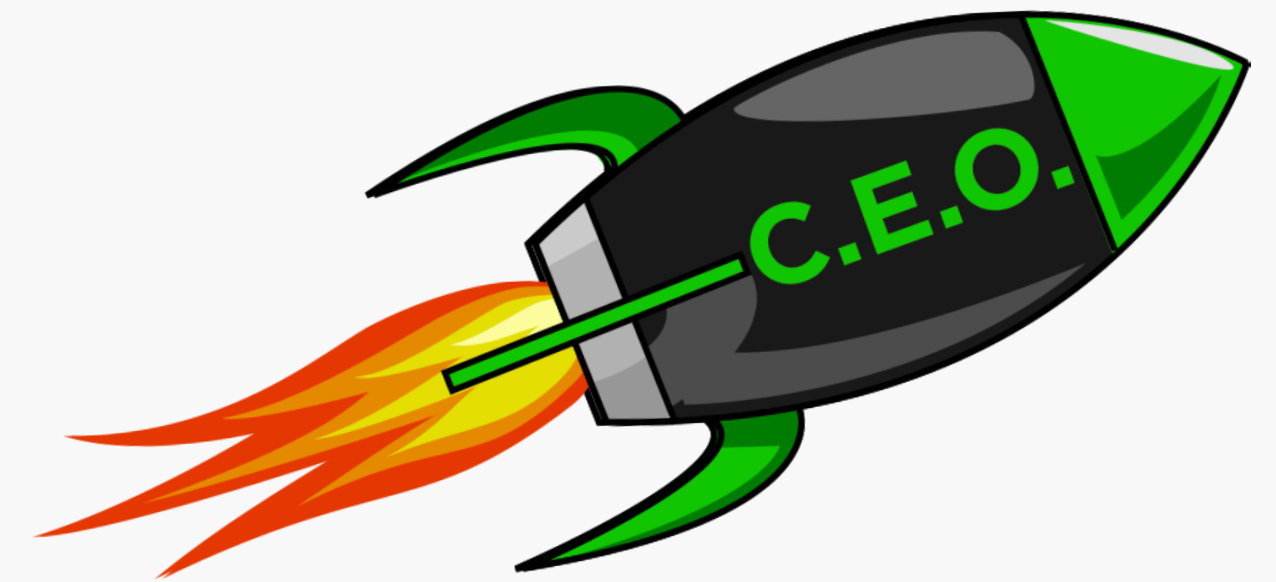


When integrated into the classroom, CEO supports financial literacy and entrepreneurship skills, along with innovation, career development, communication, leadership, common sense knowledge and mental health. Traditional approaches, such as incorporating the topic into a broader economics course, doesn't give students the chance to engage in real-world experiences where they can foster real-life mastery of the financial skills they need to succeed.



# Entrepreneurship and Financial Literacy Lesson Examples

TYPES OF BUSINESS OWNERSHIP HOW TO START A BUSINESS  
ESSENTIAL BUSINESS FUNCTIONS BUSINESS OPERATIONS AND  
BUSINESS CYCLE SETTING SHORT TERM AND LONG TERM GOALS  
PRESENTING AND PITCHING IN BUSINESS SALES AND NEGOTIATING  
INFORMATION TECHNOLOGY ENGINEERING SKILLS BUSINESS  
COMMUNICATIONS ADMINISTRATION AND CUSTOMER SERVICE  
BUSINESS LAW AND INTERNATIONAL BUSINESS ADVERTISING AND  
BRANDING SOCIAL MEDIA MARKETING CUSTOMERS AND FEEDBACK  
HOSPITALITY AND INNOVATION BUDGETING SAVING AND  
INVESTING TAXES BASIC BANKING DEBIT CARDS CREDIT, CREDIT  
CARDS AND CREDIT SCORE LOANS AND DEBT MANAGEMENT  
FINANCIAL EMPOWERMENT FINANCIAL LITERACY BASICS



# EVENTS, CONFERENCES AND COMPETITIONS

CEO operates a nonprofit organization (Create Every Opportunity Inc.) that holds numerous competitions and events every year that provide grant money to schools and individual students' businesses. CEO supports competition, allowing our members to compete in numerous events and conferences that make them apply skills learned in the CEO program and support entrepreneurship and financial literacy skills.





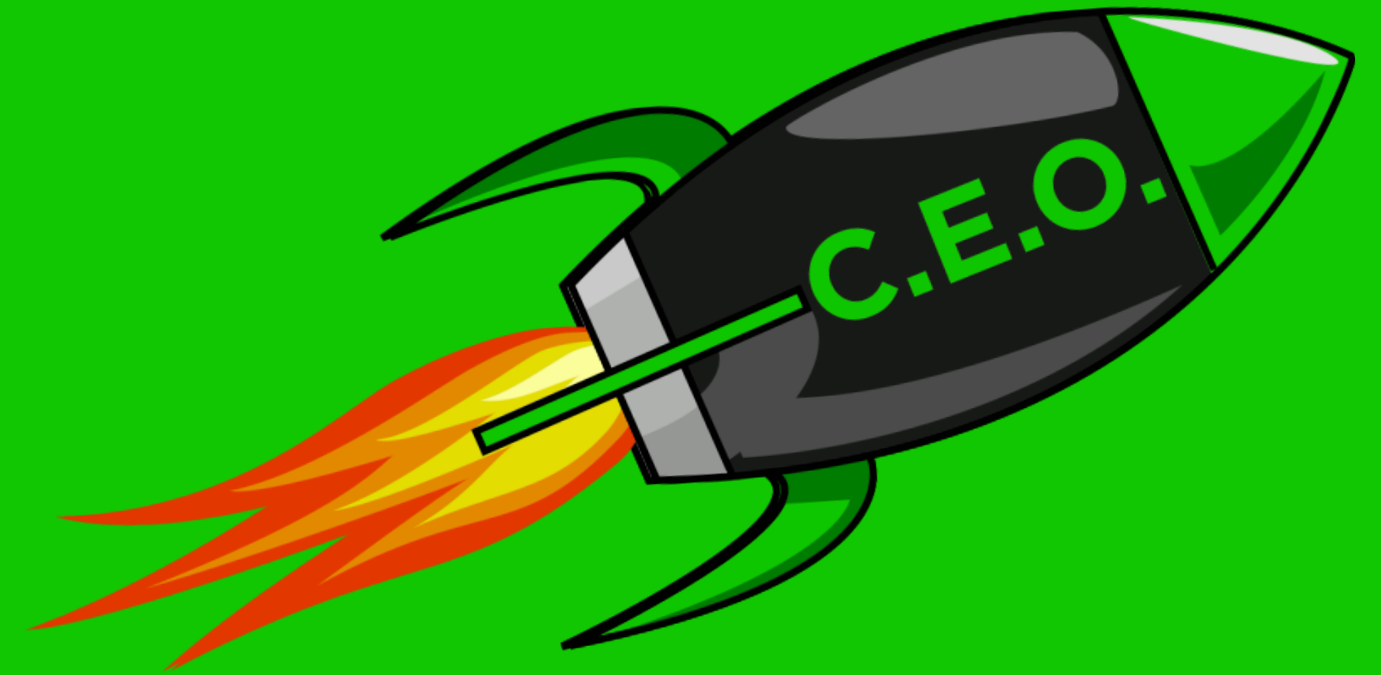
# CEO RESOURCES

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

# CEO CONNECT

CEO Members are granted online access to CEO Connect, which provides an online platform with 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 and CEO schools about different business ideas, ventures and support each other by providing feedback.

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 allows members to get the most out of The CEO Program!





# 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. IT'S SPLASHED ACROSS THE HEADLINES EVERY OTHER DAY – U.S. COLLEGE STUDENTS CONTINUE TO STRUGGLE WITH MASSIVE DEBT. THERE'S ALSO THE UPTICK IN ADULTS LIVING PAYCHECK TO PAYCHECK. THE MESSAGE ABOUT OUR COUNTRY'S LACK OF FINANCIAL LITERACY IS LOUD AND CLEAR.



# MEET THE CEO FOUNDING TEAM



Zachary Sarf  
Founder  
CEO



Ashley Henschel  
Founder  
President

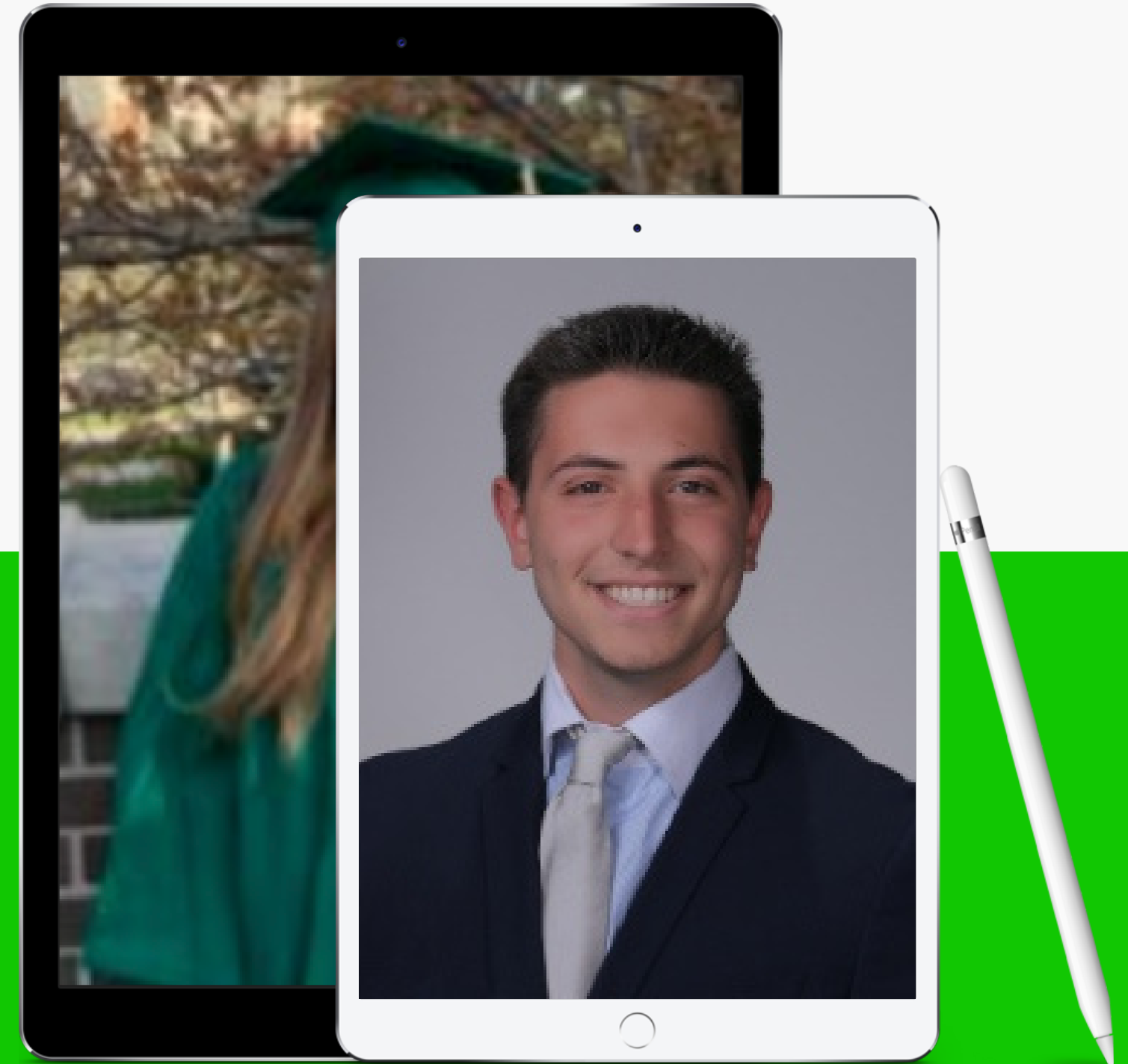


# THE CREATE EVERY OPPORTUNITY STORY



Create Every Opportunity (CEO) was founded by two young entrepreneurs, Zachary Sarf (Herricks High School) and Ashley Henschel (Northbrook High School) 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.



# WHAT PEOPLE SAY ABOUT CEO



"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". - Yahoo Finance

"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" - The LA Wire

"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. " - The NY Weekly



# CEO PRESS

New York Weekly

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

The American Reporter

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Yahoo Finance

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