



**CREATE EVERY OPPORTUNITY**

# **THE CEO PROGRAM FOR COLLEGE ATHLETES**

BRINGING ENTREPRENEURSHIP AND  
FINANCIAL LITERACY EDUCATION TO  
COLLEGE ATHLETES



# 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 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



# Create Every Opportunity

Everyone should have access to financial literacy and entrepreneurship education. 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. Our resources not only teach the students, but also educate the school, college or center how to properly teach entrepreneurship, life skills and financial literacy.

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 (The CEO Program). 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.



# The CEO Program for College Athletes

The CEO Program for College Athletes provides a financial literacy and entrepreneurship learning experience via CEO Connect. 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.

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 CEO PROGRAM FOR COLLEGE ATHLETES

## Custom CEO Financial Literacy, Job Readiness and Entrepreneurship Program made specifically for Your College Athletes




All CEO Modules, Access to  
CEO Connect Platform and  
CEO Uncovered Access



Government Compliance with  
Bills and State Standards  
Regarding NIL



Live Q and A's with Industry  
Leaders, CEO Concierge and  
Access to Independent  
Experts for College and  
Athletes



# TOP LESSONS IN THE CEO PROGRAM FOR COLLEGE ATHLETES



Budgeting

How to Do Your Taxes

How to Read a Pay Stub

Debt Management

Entrepreneurship Skills

Time Management

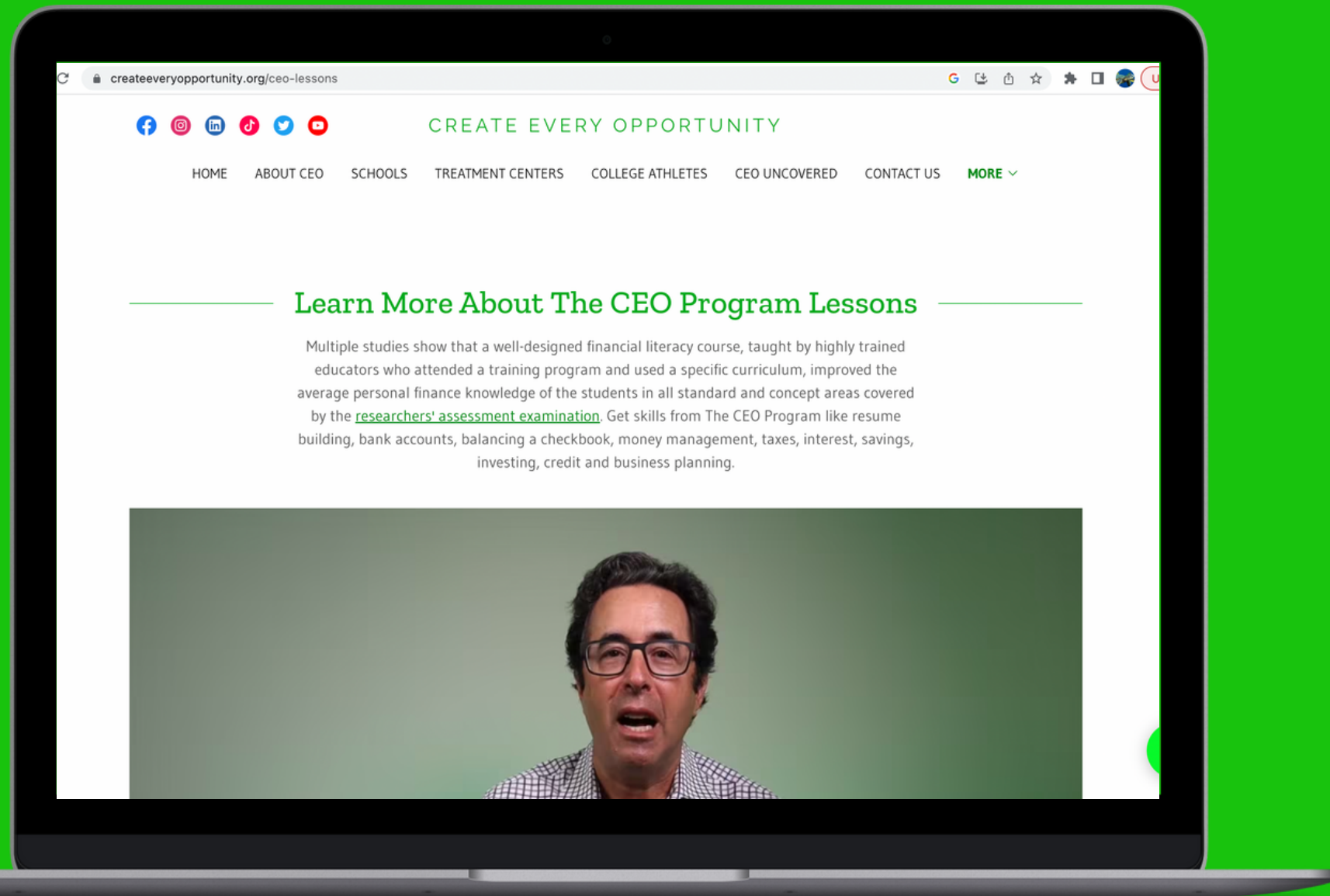
Financial Aid

Social Media Skills

Negotiating

Project Management

And Over 300+ Lessons on Financial Literacy,  
Entrepreneurship and Life Skills, Along with Tier  
1 and Tier 2 Programs.



# 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. We provide college athletes with the best resources possible to teach them about entrepreneurship and financial literacy skills that prepares them for the future and if they plan on benefiting from their NIL.



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

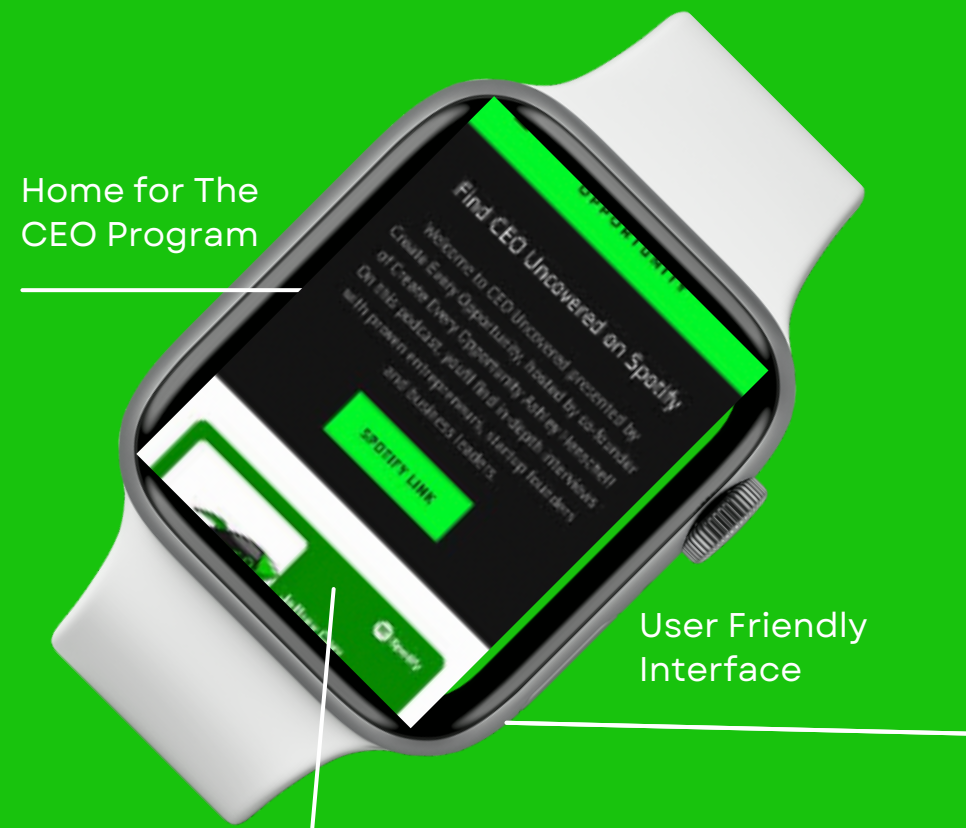


Apple and Canva Executive Guy Kawasaki, Craigslist Founder Craig Newmark, Real Estate Mogul Leonard Steinberg, Boost Mobile CEO Stephen Stokols, AUSTRADE Executive Jessica Richmond



# What is CEO Connect?

CEO Connect offers a unique and exclusive entrepreneurship and financial literacy learning experience (The CEO Program) allowing college athletes to learn the basics and use their full potential. CEO 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.



Home for The CEO Program

User Friendly Interface

World Class, Online Learning Experience





# CEO IMPLEMENTATION

**#1**

## Step 1

Email CEO Team - Program Inquiry, Questionnaire and Call

**#2**

## Step 2

Call with CEO Team and Administration

**#3**

## Step 3

Implement CEO Connect and The CEO Program



# 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".



## The 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 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"

# Bring The CEO Program to Your College Athletes



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