

# Create Every Opportunity

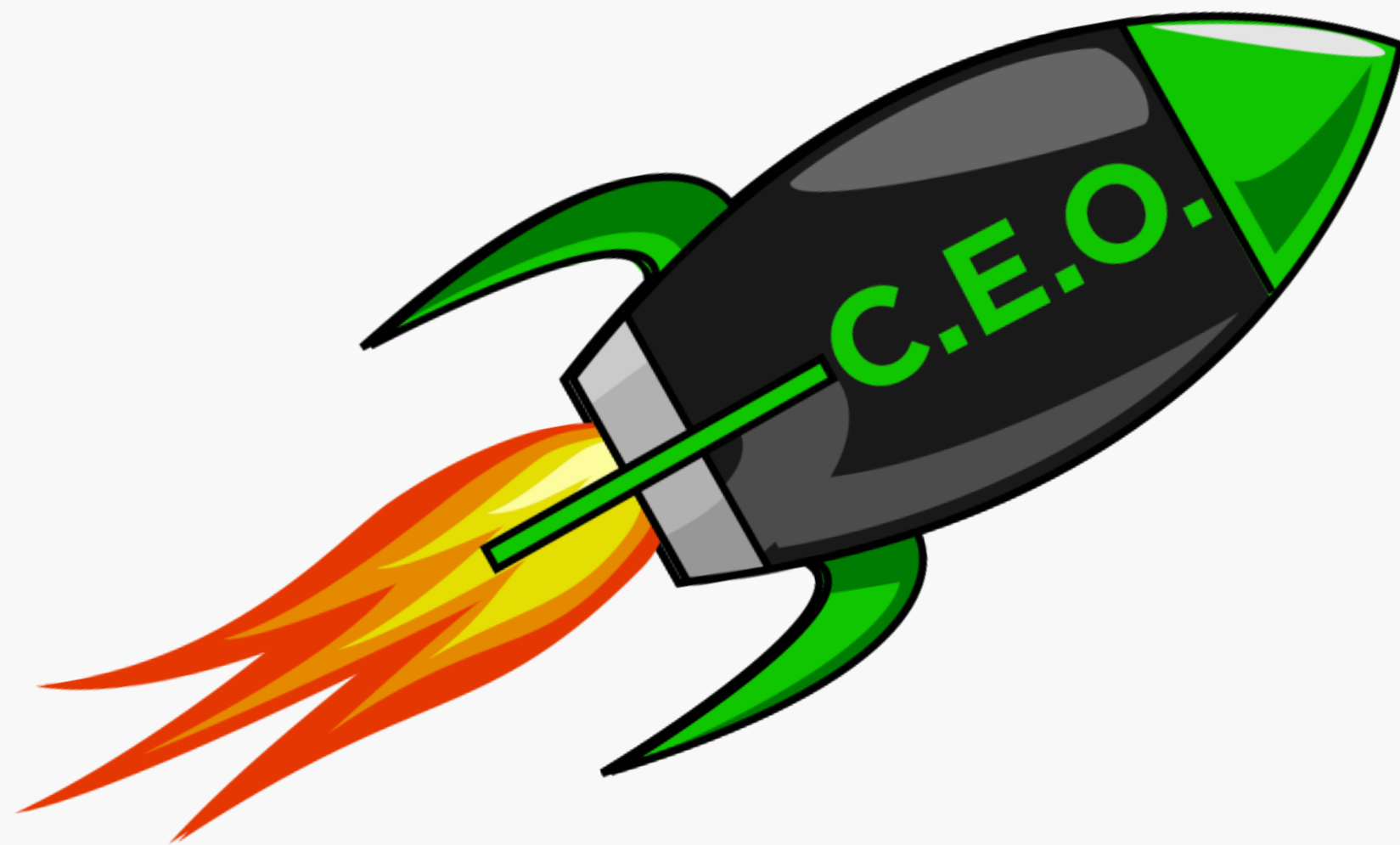
## The CEO Program



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

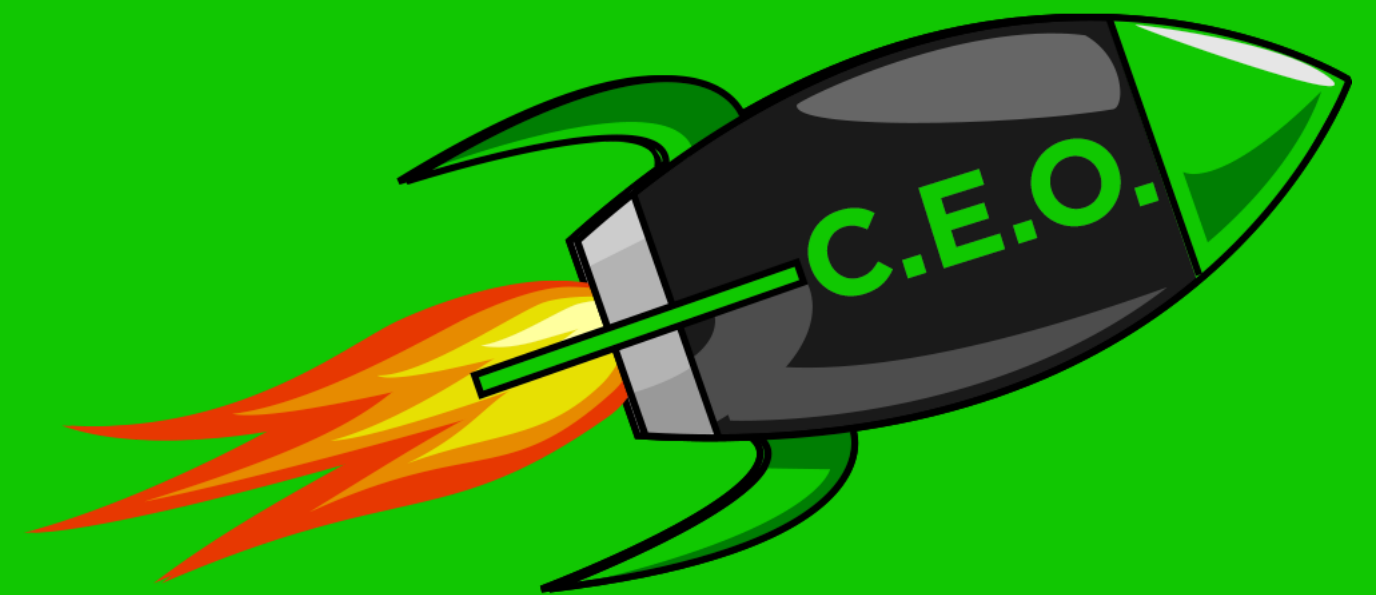
WE HAVE CREATED A LOW COST SOLUTION FOR SCHOOLS TO BE ABLE TO TEACH THE IMPORTANCE AND BASICS OF ENTREPRENEURSHIP AND FINANCIAL LITERACY WITH THE HELP OF THE TOP EXPERTS IN EVERY FIELD

*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.*

# 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.

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.



# The CEO Program



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 Schools



## 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.

# THE CEO PROGRAM BASICS



Lessons are short and focused and taught by industry experts



Practical content that students can apply straight away created from National Curriculum Guidelines



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.

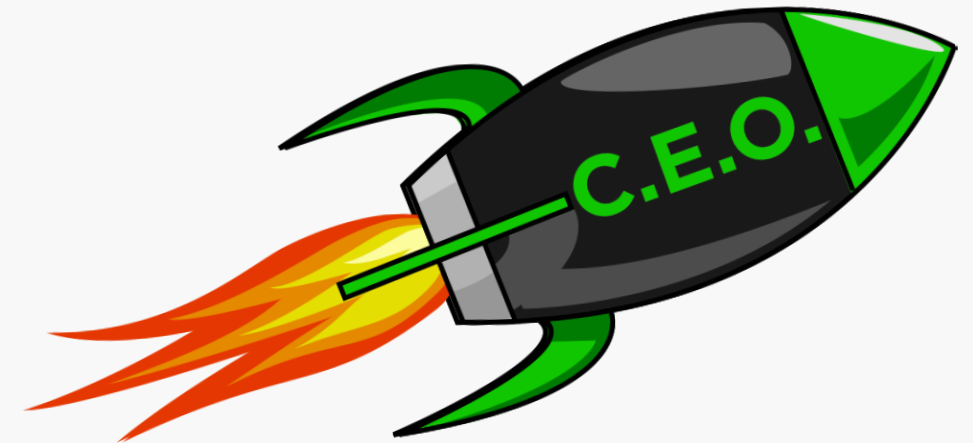
Traditional approaches, such as incorporating the topic into a broader economics course, doesn't give students the chance to engage in real-world experiences where they can foster real-life mastery of the financial skills they need to succeed.



# The CEO Program

## Sample Lesson Curriculum

Topics in The CEO Program	Monday	Tuesday	Wednesday	Thursday	Friday
Week 1 - Financial Literacy - Earning Income	Jobs vs. Careers	Income and Taxes	Managing Income	Earning Money	Investing in Yourself
Week 2 - Financial Literacy - Buying Goods and Services	Advertising	Consumer Awareness	Identity	Researching	Frauds and Scams
Week 3 - Financial Literacy - Saving	Budgeting	Charitable Giving	Avoiding Financial Pitfalls	Money Decisions	Fraud
Week 4 - Financial Literacy - Credit	Credit Cards	Loans and Inflation	Debt and Interest	Lending	Financial Responsibility
Week 5 - Financial Literacy - Investing and Saving	Raising Money	Saving Money	Investments	Stocks and Crypto	Buy, Sell, Hold
Week 6 - Financial Literacy - Insurance, Future and Protections	Living on Your Own	Consumer Privacy	Cost of College	Insurance Types	Banking Partner
Week 7 - Entrepreneurship - Entrepreneurial Processes	Discovery	Concept Development	Resourcing	Actualization	Harvesting
Week 8 - Entrepreneurship - Entrepreneurial Traits/Behaviors	Leadership	Personal Assessment	Personal Management	Ready Skills	Controlling
Week 9 - Entrepreneurship - Business Foundations	Business Concepts	Business Activities	Young Entrepreneurship	How to Write a Business Plan	Relationships
Week 10 - Entrepreneurship - Communications and Interpersonal Skills	Fundamentals	Staff Communication	Codes and Ethics	Conflict and Resolution	Group Work Relationships
Week 11 - Entrepreneurship - Digital Skills	Computer Basics	Applications	Email Skills	Social Media	Privacy
Week 12 - Entrepreneurship - Economics	Basic Concepts	Cost and Profit Relationships	Economic Indicators and Trends	Economic Systems	International Business
Week 13 - Entrepreneurship - Business Financial Literacy	Money Basics	Financial Services	Money Management	Taxes	Professionalism
Week 14 - Entrepreneurship - Professional Development	Career Planning	Job Seeking	Time Management	Mental Health	Decision Making
Week 15 - Entrepreneurship - Financial Management	Accounting	Finance	Debit Card vs Credit Card	Banking	Networking
Week 16 - Entrepreneurship - Human Resource	Organizing	Staffing	Training and Development	Motivation	Assessment
Week 17 - Entrepreneurship - Information Management	Record Keeping	Technology	Information Acquisition	Business Risks	Legal Considerations
Week 18 - Entrepreneurship - Marketing	Product Creation	Marketing Management	Promotion	Pricing	Selling
Week 19 - Entrepreneurship - Operations	Business Systems	Channel Management	Purchasing/Procurement	Daily Operations	Planning
Week 20 - Common Sense Knowledge - Media Balance and Well Being	Screen Time	Social Media Positives and Negatives	Digital Life	Media Balance	Media Literacy
Week 21 - Common Sense Knowledge - Privacy and Security	Online Safety	Government and Privacy	Risk and Technology	Protect Your Privacy	Clickbait and Data
Week 22 - Common Sense Knowledge - Relationships and Communication	Digital Audiences	Healthy Relationships	Pause and Think	Filtering	Communications
Week 23 - Common Sense Knowledge - Business Basics	Types of Businesses and Components	Management Basics	Leadership Skills	Explorations	Goal Setting



# EVENTS, CONFERENCES AND COMPETITIONS

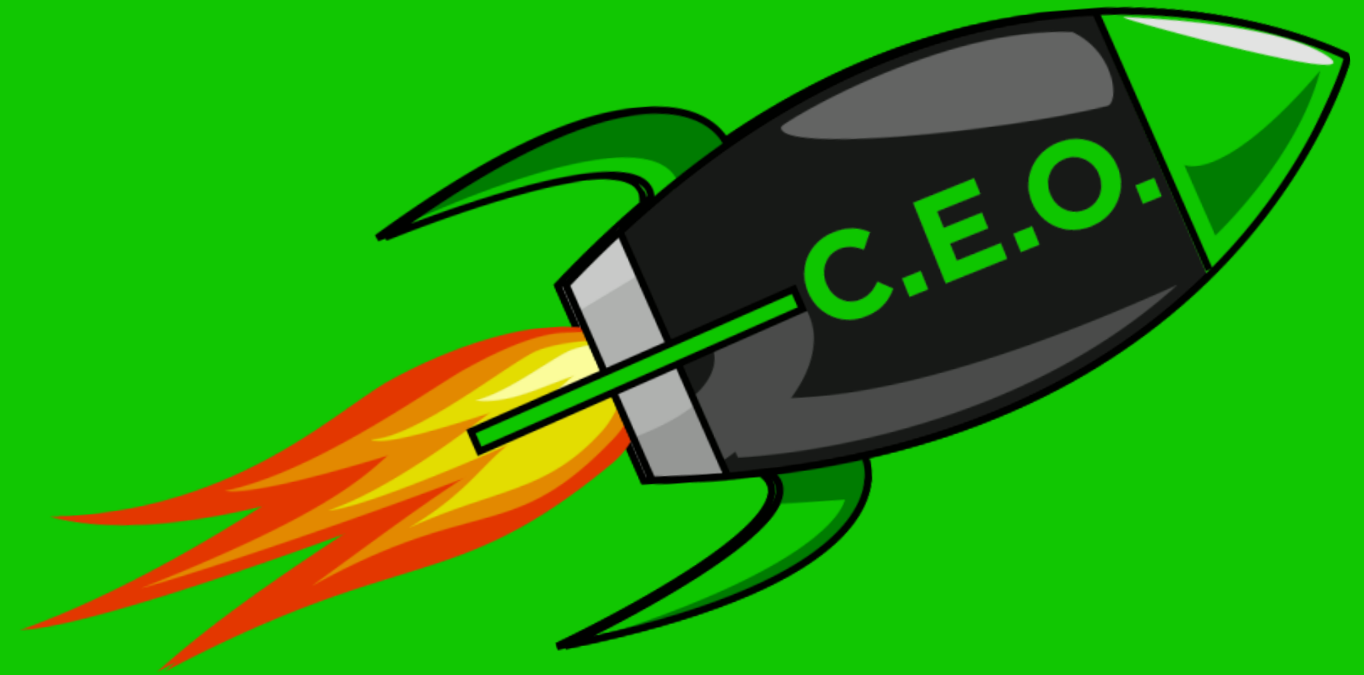
CEO operates a nonprofit organization (Create Every Opportunity Inc.) that holds numerous competitions and events every year that provide grant money to schools and individual students' businesses. CEO supports competition, allowing our members to compete in numerous events and conferences that make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



# CEO 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 CEO PROGRAM INCLUDES

- Custom CEO Curriculum made specifically for school instruction or after school program
- Access to CEO Events, Conferences and Competitions for Students
- Access Scholarships and Grants for Schools and Students
- Access to new CEO lessons and content
- Access to Hybrid/Remote Learning Options with CEO Connect and CEO Uncovered
- Access to Post Graduation Resources for Students
- Access to Live and Pre-Recorded Q and A's with CEO Industry Leaders
- Access to Student Internship Opportunities
- Access Mental Health Counseling and Business Mentors
- Access to Personal CEO Team Concierge
- Access to Request Forum
- Access and Discounts to Education Tools from Partners

# 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.



# 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

<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/>

Fox News

<https://www.wtnzfox43.com/story/43087086/zachary-sarf-looks-to-provide-important-reallife-tools-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-12200401.html>

Yahoo News

<https://in.style.yahoo.com/top-10-entrepreneurs-2021-143428103.html>





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# CONTACT US ABOUT PRICING AND SIGN UP



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