

What is CEO®?

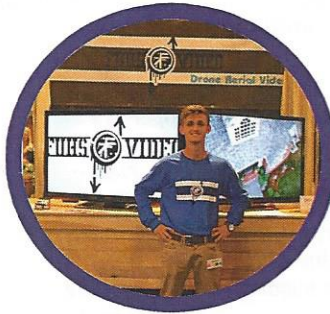
(CREATING ENTREPRENEURIAL OPPORTUNITIES)

CEO® doesn't look like school.

It's an **entrepreneurship** program for high school students where **EVERYTHING** is REAL:



REAL EXPERIENCES



REAL BUSINESSES



REAL SKILLS

CEO® BENEFITS ARE REAL:

FOR STUDENTS

- DEVELOP A PASSION FOR LEARNING
- TAKE REAL OWNERSHIP
- CREATE REAL, VIABLE BUSINESSES
- HOST A TRADE SHOW
- BUILD A VALUABLE NETWORK

FOR COMMUNITIES

- TEACH CRITICAL LIFE SKILLS
- IMPROVE COMMUNICATION
- SHARE THEIR EXPERTISE
- HOST THE CLASS IN THEIR BUSINESSES
- PROVIDE DOZENS OF GUEST SPEAKERS

FOR OUR COUNTRY

- TRUE ECONOMIC GARDENING
- EFFECTIVE LOCAL RELATIONSHIPS
- ENTREPRENEURIAL THINKERS
- EDUCATION/BUSINESS PARTNERS
- A GROWING NATIONAL NETWORK

CEO® IMPACTS ARE REAL:

28
COMMUNITIES

690
total STUDENTS

1200
INVESTORS

Tens of THOUSANDS
of COMMUNITY MEMBERS

CEO® FAST FACTS:

- ✓ Visits dozens of area businesses
- ✓ Hosts 50-100 guest speakers
- ✓ Follows a curriculum based on real life, real world experience
- ✓ Emphasizes 21st century skills
- ✓ Provides a business mentor for each student
- ✓ Provides the opportunity for each student to start a real business
- ✓ Hosts an annual trade show to showcase student businesses

Growth



2012



2013



2014



2015



2016

CEO began with one class in Effingham, IL in 2008. In the fall of 2016 there will be nearly 40 programs in Illinois, Indiana, Minnesota, Missouri, Colorado, and South Carolina.

"Young people too often say, 'There's lots of opportunity...but not here. There's nothing here.'

There's nothing here.'

We all understand the importance of connecting with the young people in our community in a way that makes this an attractive place to live, work, raise a family, and start a business. The challenge is 'How do we do that?'

CEO creates an environment where that happens, and it happens in real and powerful ways."

-Craig Lindvahl
Original CEO Facilitator
Executive Director
Midland Institute for Entrepreneurship