

UW-Whitewater Collegiate Entrepreneurs' Organization

# CEO

*"Bringing ideas to reality"*



## CHAPTER PLAN

# Table of Contents

## 1 Executive Summary

- Our Mission
- Our Board of Directors
- Our Advisors
- Our Chapter Initiatives for June 1, 2008-May 31, 2009

## 2 Professional and Entrepreneurial Development

- Professional Speaker Series
- CEO Consulting Agency
- Directions Magazine
- Board-Organized Workshops

## 3 Competitions

- Elevator Pitch
- Take an Entrepreneur to Lunch
- Warhawk Business Plan Competition
- UWW Student Entrepreneur of the Year
- UWW Alumni Entrepreneur of the Year

## 4 Outreach Programs

- Let's Talk Entrepreneurship
- High School Business Plan Competition
- Positioning Statement
- Strategic Focus by Segment

## 4 Marketing Strategies

## 5 Other Elements of Chapter Plan and Budget

# Executive Summary

## University of Wisconsin - Whitewater CEO Mission Statement:

The UW-Whitewater chapter of the Collegiate Entrepreneurs' Organization is dedicated to helping young entrepreneurs develop the knowledge, skills, and practices necessary for creating, launching and operating successful business ventures. Our goal is to inspire and nurture entrepreneurial spirit, creating an atmosphere where new ideas are fostered and social entrepreneurship is expected. CEO is an organization that is committed to helping others learn about and practice entrepreneurship, encourages a sense of community, and makes a positive impact on the lives of our members and the world at large.

## Strategic and Tactical Execution:

Our mission is achieved through educational experiences, exposure to successful entrepreneurs, business competitions, networking opportunities, consulting projects, K-12 outreach programs, marketing and business skill development, and a host of related activities designed to prepare our members to compete in an increasingly competitive and diverse world.

## Board of Directors:

Emily Kartheiser, President	Bryan Northey, Vice President
Adam Freis, Director of Business Administration	Matthew Knudtson, Chief Financial Officer
Kelli Schleis, Director of Personnel	Henry Schwartz, Director of Marketing
Giotto Troia, Director of Programming	Christopher Brooks, Director of External Affairs
Natalie Russell, Director of Internal Affairs	Matt Millican, Chief Technology Officer
Jordan Leahy, Director of External Business	Chris Nwakalo, Director of Entrepreneurial Marketing
Casey Jewell, President of Competition	Tony Gierczak, Incoming President of Competition

## Advisors:

Contact Advisor: Dr. Jimmy Peltier, Irvin L. Young Professor of Entrepreneurship  
Co-Advisor: Dr. Bill Dougan, Professor of Management  
Co-Advisor: Dr. Deb Malewicki, Management

## Chapter Initiatives:

**Initiative 1: Provide More Business Experience to our Members**—Young entrepreneurs need exposure to real world business leaders and business experience. We are placing intensive efforts to developing a high quality entrepreneurs' speaker series and launching a consulting agency.

**Initiative 2: Increase Competitive Activity**—Young entrepreneurs learn through doing. With this in mind, we have intensified our efforts in the Elevator Pitch Competition, Take an Entrepreneur to Lunch Competition, the Warhawk Business Plan Competition (spring) and are actively seeking other opportunities.

**Initiative 3: Extend Outreach Beyond Campus**—High school students represent the future. Our chapter has launched two new initiatives the year: (1) Let's Talk Entrepreneurship, which is a high school visit program and (2) The High School Business Plan Competition set to launch in spring 2009.

**Initiative 4: Increase Marketing Efforts**—Although only our second year of existence as a CEO National Chapter, we have had considerable success. However, many outside of our organization are unaware of this success. We will change this through our non-operative CEO Connections Newsletter and media-relations program.

# Initiative 1: Professional Development

## Professional Speaker Series

Providing a progressive series of professional speakers allows CEO members to learn more about a specific area relating to entrepreneurship. CEO invites a number of speakers on a variety of topics, ranging from well-known, highly successful entrepreneurs to local small business owners and students. Members are also encouraged to ask questions of speakers and expand their networks.

The fall series focuses on young entrepreneurs who have recently launched new businesses, more mature entrepreneurs willing to share their secrets of success, individuals passionate about entrepreneurship, and faculty knowledgeable about elevator pitch competitions and how to succeed.

**Goal:** 7-8 speakers, average attendance of 30

**Actual:** To date we have had three speakers with an average attendance of 35.

The spring speaker program is sequential in nature and focuses on issues relevant to developing a business plan for the Warhawk Business Plan Competition. Presentations will focus on ideation, how to do a business plan, doing feasibility studies, developing the value proposition, etc. The series is popular, with many non-CEO members involved in the competition attending. Specific business plan workshops are also conducted.

**Goal:** 7-8 speakers, 3-4 workshops

## CEO Consulting Agency

The UWW Chapter of CEO just recently launched a consulting firm called *CEO Consulting Agency*. We provide business and marketing consulting services for entrepreneurs.

**Lake 961:** Completed this past summer, the Lake 961 radio station project focused on understanding ways for driving current and potential customers to their web site, increasing their value proposition to potential advertisers, and increasing the revenue stream generated by Lake 961's Web Site. Secondary and primary research was

implemented and an extensive web site evaluation was conducted and a final report was written. Ten CEO members participated and \$4,000 was raised.

**University of Wisconsin Hospital:** We completed an agreement with the University of Wisconsin Hospitals and Clinic to assist in a business plan for a Social Entrepreneurship project dealing with health care consulting via teleconferencing and the Internet. **Secondary Research:** Conduct a nation-wide search of medical care distributed through teleconferencing and distance communication means (i.e., live online discussions, online videos, etc. **Telephone Interviews:** Conduct 30-40 interviews with experts and target audience members. **Deliverable:** Summary report.

**Goal:** Participation of 10 CEO members  
**Revenue:** \$2,000

## Directions Magazine

We work with the AMA Chapter at UWW to create a student magazine and sell advertisements to area businesses. The magazine was distributed this fall, a new one will be developed throughout the year. This is a great opportunity for our members and provides them with real-life selling experience necessary for developing relationships and revenues.

**Revenue:** \$1,200 collected, \$1,500 spring/summer

## Board-Organized Workshops

CEO will offer biweekly workshops run by individual board members. These workshops will pertain to the topic addressed by the speaker of that week and provide general members with a more detailed explanation of a certain aspect of the week's topic.

## Others Activities Still in Progress

Restaurant placemat sales, corporate fundraising, newsletter advertising, apparel sales, local business person of the year, best speaker award.

# Initiative 2: Competitions

## Elevator Pitch Competition

The finals of the Second Annual Warhawk Elevator Pitch Competition was held Wednesday, October 1st. Approximately 25 elevator pitches were made in the opening round, and the top 10 made it to the finals. Each participant developed a 90 second action-oriented pitch about a business designed to sell the idea of the business to another as if they were in an elevator with an angel investor. The winner of the Elevator Pitch Competition was Dominic Caminata for his product called the "Dismantler." Dominic will present his elevator pitch at the 2008 CEO National Conference in November. Kelly Mischler took 2nd Place for Research Buzz Consulting and Chris Carlton took 3rd Place for Get Moving L.L.C.

## Take an Entrepreneur to Lunch

The UWW CEO Chapter was 1 of 4 chapters across the country invited to participate in the program. total of 26 submissions were made to this inaugural competition hosted by Acton Foundation for Entrepreneurial. Four UWW CEO members were selected as Semi-finalists, contributing \$600 to our Nationals Account. These semi-finalists are Jordon Leahy, Chris Nwakalo, Natalie Russell, and Regina Ellingson.

## UWW Business Plan Competition

The UWW CEO Chapter will be hosting our 3rd annual Warhawk Business Plan Competition in 2009. The C.E.O. Warhawk Business Contest is designed to encourage new, original ideas or existing business opportunities and permits students to take their first steps toward turning an idea into a viable business. The spirit of the contest is that it is both an educational experience and a potential launch pad for those who wish to start a business or who actually own a business. The contest offers networking opportunities and capital for students to develop their businesses.

**Prizes:** A panel of Judges shall select the three overall best business plans from those submitted in the final

round of the Business Contest. Prizes for 1st, 2nd, and

3rd place will be awarded at the C.E.O. Warhawk Business Plan Contest Award Dinner. *1st place:* minimum of \$5,000; *2nd place:* minimum of \$2,000;

*3rd place:* minimum of \$1,000; 4th-10th will receive honorable mention and cash prizes. There will also be an **Investor's Choice Event** — Teams set up stands to promote their business to investors. Investors award Warhawk Cash to teams they would likely invest in.

**Goal:** 60 Entrants (35 last year)

## UWW Entrepreneur of the Year:

The Student Entrepreneur of the Year Award will be awarded to an individual who is currently operating a business while attending school full time. The student EOY will be presented during our annual business plan competition in May which awards over \$10,000 in cash prizes. The nominee must be a full time student, own a minimum of 25% of the company, submit the last two years balance sheets, and a 5-10 page summary of current operations and future growth. The winner will receive a cash prize followed by a two week business mentoring program by local professionals to help increase efficiency and development.

**Goal:** 20 Entrants in pilot year

## Alumni Entrepreneur of the Year:

Will be awarded to a UWW graduate who has demonstrated the highest entrepreneurial efforts. This individual currently owns a minimum of 25% of their company or holds a high executive position of a publicly held company. The Alumni EOY will be judged on the basis on the success of the company and how much they contribute back into UW-Whitewater's entrepreneurial emphasis. This individual will have a passion for supporting and mentoring collegiate entrepreneurs. The winner will be presented during our annual business plan contest held in May.

# Initiative 3: Extend Outreach

This is a major initiative this year for our CEO chapter. Many of our members are young entrepreneurs, yet only a few were exposed to entrepreneurship while in high school. In this regard, this year we are launching two new initiatives: (1) **Let's Talk Entrepreneurship** and (2) **UWW Warhawk High School Business Plan Competition**

## Let's Talk Entrepreneurship

CEO has just implemented a "Let's Talk Entrepreneurship" program to reach students in the K-12 age range. This program is designed to encourage students to become entrepreneurs and entrepreneurial

**Process:** CEO members approach local schools with program proposal, set up meetings with classes, visit classes and give short presentation about the positives and negatives of entrepreneurship and the benefits of the entrepreneurial lifestyle, answer questions regarding entrepreneurship, provide resources for students interested in finding out more information or starting their own business plan

**Goal:** Visit 10 schools for 2008-2009

**Actual:** Three visited thus far, others scheduled

## High School Bus Plan Competition

Given the success of our Warhawk Business Plan Competition, we are extending a pilot program targeting High School Students. Participating schools for the pilot are Whitewater High School, Indian Academy, McFarland High School, and Franklin High School. Fundraising efforts are underway for prize money. Each school will submit their top three plans, which will be presented at UW-Whitewater in mid-April 2009.

Professional judges will select the winners. Family, friends, the business community, and UWW students/faculty will be invited.

**Goal:** 60 submissions, 12 present

**Attendance:** 120 attendees

# Initiative 4: Marketing Efforts

As a newer organization we will place considerable emphasis this year on marketing our chapter to students, faculty, the university, and external constituents. Our marketing efforts are discussed in detail in the Marketing Plan we submitted to CEO National.

**Recruitment:** We visited many classes, participated in the Student Organization Fair, held informational meetings, sent out emails to all business and entrepreneurship students, posted flyers across campus, have a bring-a-friend program, and other techniques.

**Media Relations:** We frequently have stories printed in our University Newspaper, on the University website, the College of Business Web Site, in area newspapers (Milwaukee Journal-sentinel, Wisconsin State Journal, Janesville Gazette), and the College of Business Alumni Publication (CEO member Henry Schwartz was on the cover).

**CEO Commercial:** Our chapter's first commercial will air during homecoming week. It will be a thirty second clip that will be shown before homecoming events, and on the university TV channel. By the end of the year we will have a five minute recruitment video to be played at future recruitment events and on our website, as well as a forty five second commercial to be aired on the campus TV channel.

**CEO Newsletter:** This semester UW-W CEO will be producing its first regular newsletter. This will be distributed on a monthly basis to students, speakers, and alumni. Some features of the newsletter will include articles on upcoming events and speakers, project and competition updates, and interviews with entrepreneurs.

**CEO Website** (see CEO Website Award Competition Report). We won the CEO best website in 2007 and have completely updated for 2008-2009.

# Additional Chapter Plan Elements

**Target Market:** Our primary target market has been freshmen and sophomores, since juniors and seniors seeking student organization involvement have typically already chosen their respective group. Our secondary market is made up of juniors and seniors in the College of Business, especially those in the entrepreneurship emphasis program. With the success of the last two semesters, we have incorporated a tertiary target market which includes students outside the College of Business who are still interested in owning their own business.

**Our Brand & Slogan:**

We developed this logo to differentiate ourselves from other similar organizations. The logo's simple, clean design makes it visually appealing as well as easy to use. Our slogan "Brining Ideas to Reality" represents what we feel our mission is as an organization dedicated to helping young entrepreneurs become successful business owners.



*"Brining Ideas to Reality"*

## Budget

**Projected Income Statement**

1 June 2008 - 31 May 2009

**Revenues**

UW-Whitewater College of Business & Economics	\$15,800
Business Consulting & Advertising Sales Commission	9,500
Grants	3,150
Membership Dues	1,800

**Total Revenues** \$30,250

**Expenditures**

National CEO Dues	\$600
Member Relations	3,000
Elevator Pitch & Business Plan Competition Prizes	15,350
CEO National Conference	2,500
Entrepreneur of the Year Award	2,000
Other Expenses	2,000

**Total Expenditures** \$25,450

**Retained Net Income** **\$4,800**