



UWW *CEO*

2011 CHAPTER PLAN

UNIVERSITY OF WISCONSIN – WHITEWATER

Executive Summary

University of Wisconsin --- Whitewater CEO Mission Statement

The UW-Whitewater chapter of the Collegiate Entrepreneurs' Organization is dedicated to helping young entrepreneurs to acquire the knowledge, skills, and experience necessary for creating, launching and operating successful business ventures. Our goal is to inspire and nurture the spirit of entrepreneurship and to create social and cultural conditions where new ideas are fostered and social contributions are expected. CEO is committed to helping others to learn about and practice the development of new enterprises, to encourage a sense of community, and to make a positive impact on the lives of our members and the world at large.

See the following Link to our promotional video [Http://tinyurl.com/CEOpromo](http://tinyurl.com/CEOpromo)

Strategic and Tactical Execution:

Our mission will be achieved via educational experiences, exposure to successful role models, business competitions, networking opportunities, operating chapter businesses, educational 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:

Abbie Murphy, President

Nicholas Kochelek, Chief Financial Officer

Robyn Finster, Chief Coordinating Officer

Henry Schwartz, Chief Business Relations Officer

Brooke Larson, Assistant Competition Officer

Reed Schmidt, Vice President

Erik Folker, Chief Human Resources Officer

Alison Murphy, Chief Marketing & Public Relations Officer

Heather Breunig, Chief Competition Officer

Stephen Hopkins, Chief Technology Officer

Advisors:

Contact Advisor: Dr. William Dougan, Irvin L. Young Professor of Entrepreneurship

Co-Advisor: Dr. Jeff Vanevenhoven, Entrepreneurship Major Coordinator & Assistant Professor of Management

Co-Advisor: Dr. Andy Yu, Assistant Professor of Management

Advisor *In Memorium*: Dr. Deborah Malewicki

Chapter Initiatives:

Initiative 1: Provide our Members with Frequent Occasions for Acquisition of Valuable Information, Skills and Knowledge --- Young entrepreneurs need exposure to real world experiences, and to successful entrepreneurs from whom they can gain knowledge. We will exert intensive effort to create networking opportunities, to learn from notable speakers and to launch successful chapter ventures.

Initiative 2: Increase Competitive Activity --- Young entrepreneurs learn through doing. With this in mind, we will intensify our efforts to develop our Elevator Pitch Competition and Warhawk Business Plan Competition. We will also help to develop a new, University of Wisconsin System Business Plan Competition.

Initiative 3: Extend Outreach Beyond Campus and The College of Business and Economics -- Secondary school students represent our future as an organization. Our chapter has created the **Let's Talk Entrepreneurship** program, which is a high school visitation program.

Initiative 4: Increase Marketing Efforts -- Although we are in our sixth year of existence as a CEO Chapter, we have experienced considerable success. However, many students outside of our organization are unaware of the value of our programs. We will change this through a program of classroom visits, campus events and our media relations efforts. Entrepreneurs are not all business people, thus we are working to spread the word of entrepreneurship throughout campus.

Initiative 1: Professional Development

Professional Speaker Series: Providing a series of accomplished speakers allows CEO members to learn more about the real life experiences of being an entrepreneur. CEO invites a number of speakers who are knowledgeable about a variety of topics, ranging from well-known, highly successful entrepreneurs to professional service providers such as lawyers or accountants. Members are encouraged to expand their personal networks and social capital by interacting with speakers one-on-one.

In our fall semester, we will invite our Entrepreneurship Major Advisory Board to speak in their areas of expertise and share their experiences in venturing.

Our Spring Semester will consist of a series of motivational talks by business owners, and workshops geared towards developing business plans.

Meet your Mentor: We will have planned our elevator pitch competition to take place directly after the semi-annual Entrepreneurship Advisory Board meeting, and we have invited the members of the Board to attend the contest and to mingle with participants and chapter members at the Innovation Center. The main goal of the event is to put students in the same room with successful entrepreneurs, to give them the opportunity to talk in a relaxed social atmosphere, and to make some solid connections. Also, the contest will give students the opportunity to make potential advisors aware of their plans.

CEO Chapter Business: Following from the belief that young entrepreneurs learn through doing, our chapter has initiated a number of ventures. Last year we launched a social entrepreneurship project in which we sold bottled water featuring stories about entrepreneurial efforts in developing countries on the label. We committed to donating half the proceeds to those beneficiaries. We will continue to develop this project and fine tune areas as necessary. In 2009 we launched a book resale business, which has generated net income in excess of \$5000. We will pursue future revenues from these projects and will develop new initiatives through explicit organizational mechanisms for generating, evaluating and choosing new projects.

Liquidity H2O: Over the past year we created a business that was truly impactful and that could possibly reach a large scale of operations. Our UW-Whitewater chapter and its members held an idea generation meeting in February 2010, and created a new business—Liquidity H2O. The venture promotes and funds social ventures or individuals that build products or services that help others around the world. Using our bottled water label as a platform for promotion, we featured stories about the ventures and individuals. We were able to place our product in campus outlets. A percentage of each bottle sold (currently 50%) goes to the beneficiary featured on the bottle. Plans to continue projects in social entrepreneurship are underway. We are currently looking to new members to use a similar concept, but new product to develop this effort further.

The following is a YouTube commercial link created by a CEO member for the project.

<http://www.tinyurl.com/CEOLH20>

Book Sale Project: This grew out of recognition that there was a need for faculty and staff to reduce their inventories of books because of a move by our College to a new building. We offered to help faculty to sell these books for a fee. Many faculty and staff generously donated unused and/or outdated books. In turn, we sell these books through online sources—half.com or Amazon—to provide funding for our programs and the National Conference. To date, our Revenues are about \$5600 and profits are in excess of \$5000. We have developed this project into a recurring income stream by periodically contacting faculty and expanding our efforts outside the college of Business and Economics. In the future, we hope to expand to surrounding universities and develop a packaged set of software tools that other CEO chapters can purchase from us in order to use a similar method.

Whitewater University Technology Park Innovation Center This center for innovation was opened just minutes away from campus in May 2011. CEO plans to create a connection between the Innovation Center and the campus by linking our elevator pitch and business plan competitions to the new initiative. Our elevator pitch competition finals will be held at the Innovation Center this fall. Additionally, our contests will serve as a selection mechanism for *Launch Pad*, a

student business incubator program housed at the Innovation Center.

Elevator Pitch Competition: Our elevator pitch competition is held in the fall of each academic year. Each participant develops a 90 second action-oriented pitch about a business designed to sell the idea of to another as if they were in an elevator with an investor. We will continue this competition next year and will include students from more academic areas on campus. We are planning this event in conjunction with a meet-your-mentor event involving successful alumni of the university.

UWW Business Plan Competition: The UWW CEO Chapter will host our 6th annual Warhawk Business Plan Competition in the spring of 2011. The CEO Warhawk Business Contest is designed to encourage new, original ideas or entrepreneurial modifications of existing businesses and permits students to take their first steps toward turning ideas into viable businesses. We are grateful for the support of Lindy Enterprises, the Debra Malewecki Endowment for Entrepreneurship and Professor William Dougan for their donations of \$5000, \$3000, \$2000 respectively to help us fund awards for the top performers in the 2011 contest and general operating costs for the event itself.

The spirit of our business plan 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.

Alumni Entrepreneur of the Year: This honor will be awarded to a UWW graduate who has demonstrated the greatest entrepreneurial efforts. The individual must currently own a minimum of 25% of their company or hold a high executive position in a Publicly held company. The Alumni EOY will be judged on the basis of the success of the company and how much they contribute back into UW-Whitewater's entrepreneurial program. The individual will have a passion for supporting and mentoring collegiate entrepreneurs. The winner will be presented during our Annual Business Plan Competition event in May.

Initiative 2: Competitions

Wiscontrepreneur 100—Hour Challenge: During the early spring of 2011, several of our members participated in this competition, sponsored by the UW-Madison. In the competition, teams or individuals are given a coupon to purchase materials from a store that sells surplus property from University of Wisconsin Campuses. Students have 100 hours to purchase materials, create a new product and create a website for the product. Entries are judged by creativity, value creation, social impact and potential for success. View most value-generated winner here: <http://thesuperbowlplatter.weebly.com/>. This competition represents an opportunity to exercise skills in opportunity recognition, marketing strategy, product design, market development, etc. We will assemble more teams with the Management Computer Science and Multimedia departments in the spring of 2012.

Mason Wells BizStarts Business Plan Contest: During the late spring of 2011, the winners of the UWW Business Plan Competition will participate in a business plan competition sponsored by the Milwaukee BizStarts initiative. This initiative is a private sector effort to develop more entrepreneurial activity in the Milwaukee Metro area. This contest pits the winners of university business plan contests against other one another for cash and service prizes. Our advisor chaired the committee to develop the contest. This is a major initiative for our CEO chapter because of our belief that we can grow stronger by attracting the best and brightest of high school students to our program. Our university has just created an Entrepreneurship Major, so we have a comparative advantage in attracting students interested in Entrepreneurship. Many of our members are young entrepreneurs, yet only a few were exposed to entrepreneurship training while in high school. Over the past few semesters we have given presentations in high school classrooms throughout South Eastern Wisconsin to create a greater awareness of entrepreneurship. We also plan to play a leadership role in the development of entrepreneurial initiatives at other universities in our region through assisting in the development of a regional university business plan contest.

Initiative 3: Extend Outreach

Let's Talk Entrepreneurship

This program is designed to encourage secondary school students to become entrepreneurial by providing resources, role models and information about further opportunities for higher education. CEO members approach local high schools with program proposal, they

organize meetings with classes, visit the classes and make short presentations about the positives and negatives of entrepreneurship and the benefits of the entrepreneurial lifestyle. They also answer questions regarding entrepreneurship and provide resources for students interested in finding out more information on starting their own business or college life in general.

Initiative 4: Marketing Efforts

As a newer organization on campus, we place a considerable amount of importance on marketing our chapter to students, faculty, the university, and external constituents. Our marketing efforts are discussed in detail in the Marketing Plan (also submitted). We will continue such efforts in the coming year

Recruitment: We will visit classes in all colleges on campus, participate in the Student Organization Fair, hold informational meetings, send emails to business and entrepreneurship students, post flyers across campus, and invite faculty to include the business plan competition and elevator pitch competition to their class syllabi.

Media Relations: We maintain relationships with our university media relations department and several media outlets in the region. Press releases and tips about our activities are sent to our University Newspaper, managers of UWW university web site, the College of Business and Economics web site, area newspapers (Milwaukee Journal Sentinel, Wisconsin State Journal, Wisconsin Gazette), and the College of Business and Economics publications (Our chapter was featured in the 2011 issue article about Entrepreneurship At UWW).

CEO Web site: We operate a website www.uwwceo.org where multiple board members can update content and can be navigated with ease.

CEO Videos: Using video clips and photos of CEO events, we have created commercials to be displayed on our web site as well as around campus to promote our organization.

CEO Newsletter: UWW CEO produces a newsletter every semester for both members and non-members. The newsletter features include articles on upcoming events, interviews, project and competition updates and interviews with entrepreneurs.

Promotional Items: CEO provides members with customized key lanyards, magnets, notebooks and folders. All promotional items carry our logo and the location and time of our regular meetings. We have also invested in several large banners, which give us a professional edge in our presentations compared to those of the other organizations on campus

Global Entrepreneurship Week

CEO celebrated Global Entrepreneurship Week by taking over the business building atrium and 16 40-inch screen display to play Entrepreneur—Jeopardy, entrepreneur style. Topics include famous entrepreneurs, whitewater entrepreneurs, student entrepreneurs, college dropouts, and female entrepreneurs. The following video was also developed by our marketing team to play before the game began: <http://www.youtube.com/user/aemurp#p/a/u/2/3cxLHohr1lo>

Additional Chapter Plan Elements

Target Market: Our primary target market has been freshmen and sophomore students, since juniors and seniors seeking student organization involvement have typically already chosen their respective group. Our secondary market is made up of students outside of the College of Business and Economics, because we feel that there is significant opportunity for growth and enrichment of our membership from that group. Our tertiary market consists of juniors and seniors in the College of Business and Economics, especially those in the entrepreneurship program.. We also plan to serve students in high schools in the region.

Positioning Strategy: We pride ourselves on being innovative and distinct from other organizations in our University and from other CEO chapters. We believe competitive behavior raises the value of all organizations in a particular field.

Membership Awards: Members earn points toward awards for attending general member meetings and Business Plan Workshops, bringing guests, and acting as board members. Awards consist of benefits (such as free annual memberships and recognition in front of peers)

Organization Relations: UWW CEO reaches out to other organizations on campus to co-sponsor events and share ideas, for the mutual assistance of both organizations.



Our Brand and Slogan: The thought behind our logo came from the notion that the light bulb is the iconic symbol of innovation. Every CEO member has an entrepreneurial mindset which is metaphorically topped by this bulb. Our slogan, *Bringing Ideas to Reality*, is what we help our members to accomplish. We also use an additional marketing slogan *Entrepreneurs Wanted* that we use to attract those who know they are entrepreneurs and who want to be surrounded by like minds.

Member Recognition: We make awards for Entrepreneur of the Month, Most Dedicated Member, Best New Member, Visionary Member, Innovative Member, and Community Service.

Guest Members: We actively encourage non-CEO members to participate in our events, including competitions, our speaker series and other activities.

Projected Income Statement

1 June, 2011 – 31 May, 2012

Revenues

| | |
|----------------------------|----------|
| Donations for Competitions | \$10,000 |
| Donations for Nationals | \$8,000 |
| Liquidity H2O Sales | 1,200 |
| Text Book Sales | 600 |
| Tuition Raffle | 2,900 |
| Grants | 3,150 |
| Membership Dues | 2,000 |

Total Revenues

\$27,850

Expenditures

| | |
|---|--------|
| National CEO Dues | \$400 |
| Member Relations | 1,000 |
| Elevator Pitch & Business Plan Competition Prizes | 11,000 |
| CEO National Conference & Hotel | 11,000 |
| Other Expenses | 2,000 |

Total Expenditures

\$25,400

Retained Net Income

\$2,450