



# Student Holdings

**FUNDRAISING CAMPAIGN 2018**

**[WWW.STUDENTHOLDINGS.ORG](http://WWW.STUDENTHOLDINGS.ORG)**

Student Holdings NFP is a 501(c)(3) nonprofit organization

# Experiential learning is the key gap to business education offerings today

- There is a high – and growing – interest in pursuing careers in **business and entrepreneurship** amongst students
- However, there is **no undergraduate business degree at Northwestern** and while courses focus on “verticals” (e.g., marketing, accounting), there is **no integrated offering** that rounds out the student experience
- Thus, **experiential opportunities** are critical to teach students how each of these “verticals” interact *in practice, not in theory*



Student Holdings

## OUR MISSION

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STUDENT HOLDINGS PROVIDES NORTHWESTERN UNDERGRADUATES WITH  
EDUCATIONAL, **HANDS-ON** BUSINESS LEARNING **EXPERIENCES**  
BY PROVIDING THEM WITH THE **OPPORTUNITIES** TO  
**LAUNCH, OPERATE**, AND **GROW** BUSINESSES  
THAT **SERVE** THE NORTHWESTERN, EVANSTON AND CHICAGO  
**COMMUNITIES.**

# Student Holdings offers a unique learning experience that cannot be replicated in the classroom

*Student Holdings provides two unique experiences which lay the groundwork for students' careers:*

## 1 The Business Experience

- We challenge our members to run financially strong companies while keeping customers and employees satisfied
- This requires **cross-functional expertise** in operations, sales, marketing, finance and technology
- It also requires **strong management** of often conflicting stakeholders: customers and employees

## 2 The People Experience

- Students assume leadership roles with **a level of ownership unlike any other on campus**
- Success requires them to **set a vision and manage up/down/across in pursuit of that vision**
- Our **community extends beyond graduation** – with SH members leaning on alumni for incomparable post-grad opportunities



# We provide students their first experience in business and a foundation for their career



**Priya Kumar**  
Weinberg '16

**BAIN & COMPANY** 



"Student Holdings is the single activity that has contributed most to my personal and professional growth over the past 8 years – more so than all of my classes at Northwestern combined."



**Ravi Umarji**  
Weinberg '10



"Student Holdings provides a microcosm of the challenges you will face in your career ahead. Without Student Holdings, I would be nowhere close to where I am today."



**Jennifer Hendrix**  
SESP '17



"Student Holdings is undoubtedly the reason I chose to stay at Northwestern after my freshman year."



**David Harris**  
SESP '14



"Student Holdings influenced my career more than any community at NU. The entrepreneurial growth, in the weeds operating experience, and incredible people helped me find the right job and excel there."



**Ishan Daya**  
Bienen '13

Founder of **CRAFTY**



"My Student Holdings experience has formed into a foundational layer for where I am today—much of the success I've found has been a product of my experiences at NU|Tutors and SH."



Student Holdings

# Vision for Student Holdings by 2021

## *Vision for our Businesses*

1

Annual  
Revenue > \$750K

2

5 services for  
Northwestern and  
Evanston

3

Retail location in  
Evanston

## *Vision for our Team*

4

Full-Time Program  
Director

5

Annual Student  
Employees > 200

# Our 10+ year track record serves as a foundation to achieve our vision

- **Founded as Northwestern Student Holdings** to provide experiential business learning to students
- **Only one business:** Chicago Unzipped, a guidebook to the city of Chicago
- **NSH survives The Great Recession**
  - Shuts down Chicago Unzipped
  - Launches 3 more businesses: Wildcat Express Delivery, NUTutors, and AirHop
- **NSH realigns under the Innovation and New Ventures Office (INVO) and The Garage** to better align incentives between students, NSH, and administration
- **NSH hits \$2M in total sales across 11 businesses**
- **NSH works with NU administration to spin out into Student Holdings NFP a 501(c)3 not-for-profit corporation**
- **Make it real:** real risk, real money, real business
- **Increase the number of students we reach** while maintaining impact
- **Grow to the size of our peers** at other top-tier institutions

2007

2010

2016

2017

2019+

Our Past

Our Future

# How do we get there?

*STUDENT HOLDINGS MUST TRANSFORM FROM A STUDENT ORGANIZATION  
TO AN **INDEPENDENT STUDENT-RUN NON-PROFIT CORPORATION**:*

- ✓ Spin out of NU and **launch an independent 501(c)3**
- ✓ **Pay our students** for their participation and the demands of business operations
- ✓ Establish a **highly competitive business internship program**
- ✓ Hire a **full-time director** to mentor our student leaders and manage the health of businesses
- ✓ **Launch new businesses** to increase student involvement and solidify ties with NU



# More than 20 universities have student-run business programs

- Associated Student Agencies (Yale University)
  - **Blue and Gold Ventures, Inc. (Marquette University)**
  - Brown Student Agencies (Brown University)
  - Campus Enterprises (Duke University)
  - Columbia Student Enterprises (Columbia University)
  - **Flyer Enterprises (University of Dayton)**
  - **Harvard Student Agencies (Harvard University)**
  - Hopkins Student Enterprises (Johns Hopkins University)
  - LIU Post (Long Island University)
  - **Loyola Limited (Loyola University Chicago)**
  - Miami University
  - **Penn Student Agencies (University of Pennsylvania)**
  - **Princeton Student Agencies (Princeton University)**
  - Rice University
  - Sacred Heart University
  - **Stanford Student Enterprises (Stanford University)**
  - **Student Agencies, Inc. (Cornell University)**
  - **Student Holdings (Northwestern University)**
  - **The Corp (Georgetown University)**
  - UMass Amherst
  - University of Chicago
  - Vanderbilt
  - Washington University in St. Louis
  - Xavier University
- \* Denotes founding member of National Student-Run Business Association (est. 2018)

# Program spotlight: Harvard Student Agencies



- Founded in 1957
- \$1.7M in 2016 revenue<sup>1</sup>
- 501(c)(3) nonprofit separate from Harvard University but with university administrators as board members
- Employing more than 400 undergrads each year
- Supervised by General Manager, Jim McKellar

## Businesses

- Dorm essentials (fridges etc.)
- High school tutoring
- Apparel design & printing
- Laundry & dry cleaning
- University merchandise store
- Travel guidebook
- Bartending course & services
- Student consulting services
- Web development



1. Harvard Student Agencies Inc. 2016 Form 990 filed 12/11/2017  
Sources: Yelp, Analogue Studio

# Our leadership

## STUDENT LEADERSHIP



**Elana Stettin**  
CEO  
*McCormick '19*



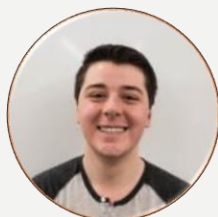
**Bharat Rao**  
CFO  
*Weinberg '20*



**Kiley Jarymiszyn**  
GM, RezEssentials  
*Weinberg '19*



**Mo Ran**  
GM, NU|Tutors  
*McCormick '19*  
*Comms '19*



**John Novakovich**  
GM, Ink Tank  
*Weinberg '20*

## BOARD OF DIRECTORS



**Alex Onsager**  
Chairman  
*Consultant, BCG*  
*Weinberg '13*  
*Kellogg '18*



**Luke Figora**  
*AVP of Risk*  
*Management at*  
*Northwestern*  
*University*



**Nihar Shah**  
*Consultant,*  
*Bain & Co.*  
*Weinberg '10*  
*Kellogg '16*



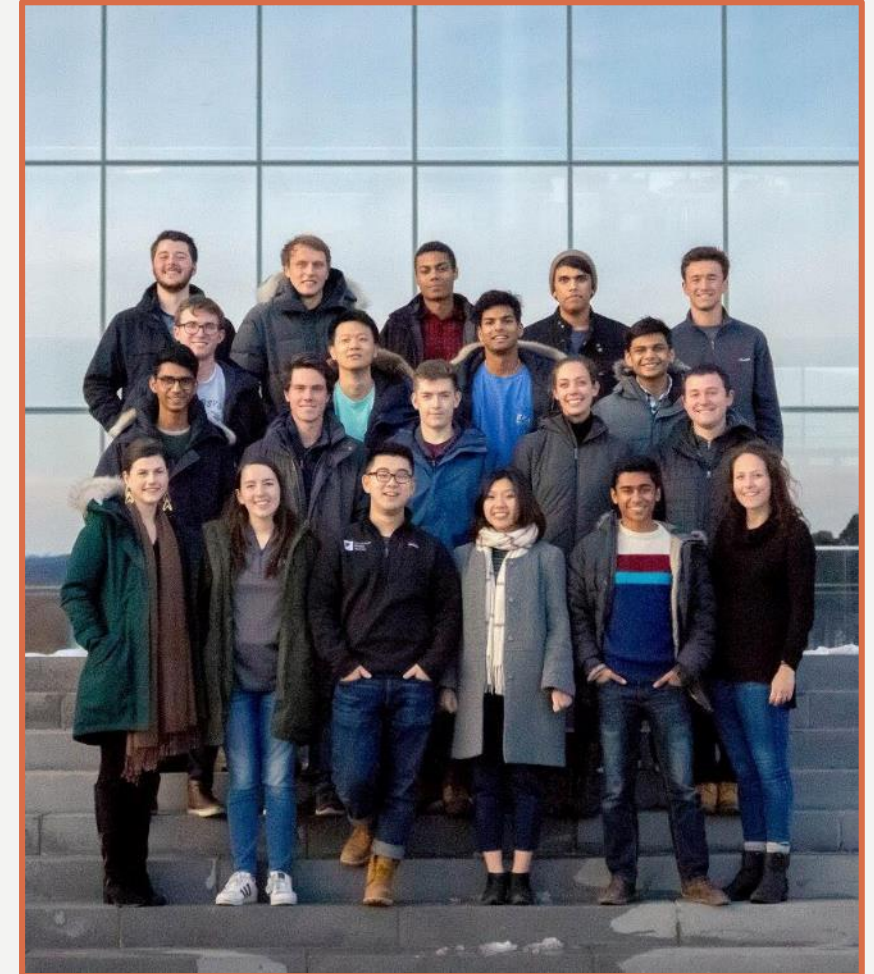
**Priya Kumar**  
*Assoc. Consultant,*  
*Bain & Co.*  
*Weinberg '16*



**David Olodort**  
*Data Analyst, Flexport*  
*Weinberg '16*

# Our team

- Student Holdings has **45 student members** ranging from freshmen to seniors and representing every school within Northwestern University
- Students get hands-on experience in **operations, finance, sales, marketing, people operations, technology and leadership** through working in one of Student Holdings' three businesses
- Additional **~40 students are employed by Student Holdings** as tutors (NU|Tutors) and delivery personnel (RezEssentials)





# Our businesses



**Tutoring for K-12 students**

*Est. 2008*  
[www.nututors.com](http://www.nututors.com)



**Sells fridges and other  
dorm essentials**

*Est. 2013*  
[www.rezessentials.com](http://www.rezessentials.com)



**Custom apparel design  
and printing**

*Est. 2016*  
[www.inktankapparel.com](http://www.inktankapparel.com)



# We are raising \$50,000 to fund the next chapter of Student Holdings

- ☐ Pay our students for their participation and the demands of business operations
- ☐ Establish a highly competitive business internship program
- ☐ Hire a full-time director to mentor our student leaders and manage the health of businesses
- ☐ Launch new businesses to increase student involvement and solidify ties with



Learn more

[www.studentholdings.org](http://www.studentholdings.org)

Visit our businesses

[www.nututors.com](http://www.nututors.com)

[www.rezessentials.com](http://www.rezessentials.com)

[www.inktankapparel.com](http://www.inktankapparel.com)

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# Student Run Business Association: Work. Learn. Lead.

## **Mission**

To promote, connect and cultivate experiential learning-based student-run business organizations on higher education.

## **Vision**

Shaping the future of higher education and positively impact society by preparing the next generation of experientially-practiced leaders.

## **Spring Conference**

March 29-31, 2018 at Harvard University

## **How Student Holdings can benefit**

### **Learning from our peers' successes and challenges**

- Connecting our businesses to similar ones at other schools , i.e. NU|Tutors to Cornell's new tutoring service
- Inspiration for new businesses

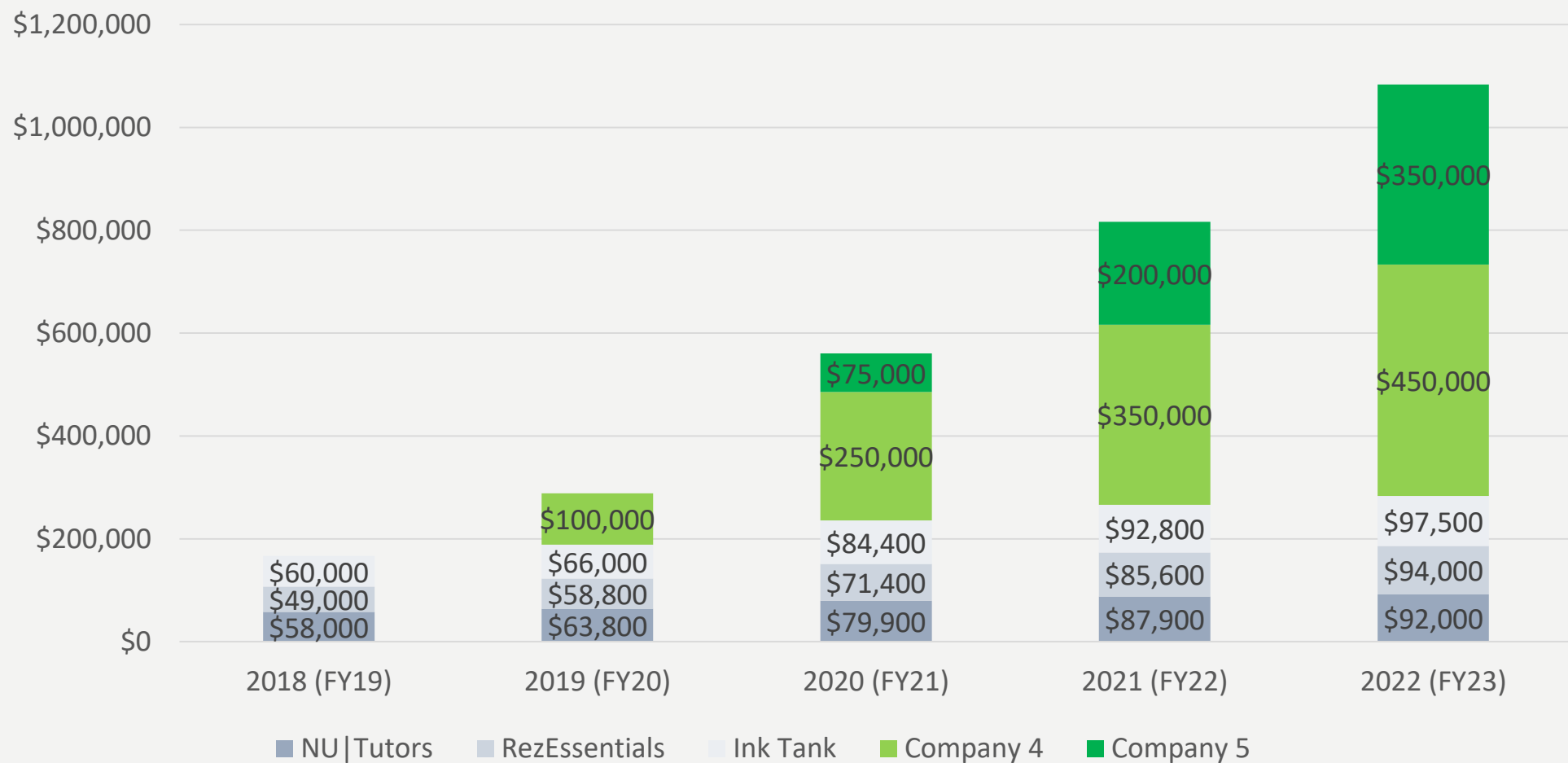
### **Shared resources**

- Sharing employee manuals, legal docs, and regulatory materials with more established organizations

### **Network and community**

- Collective of experienced individuals and student leaders working toward the same mission
- Conferences to bring leaders together and share diverse perspectives

# Revenue projections



# Cash flow projection

	2018 (FY19)	2019 (FY20)	2020 (FY21)	2021 (FY22)	2022 (FY23)
Cash from operations	-\$14,000	\$262	\$46,131	\$7,815	\$32,723
Company profits	\$11,000	\$30,262	\$76,131	\$107,815	\$132,723
Overhead costs	-\$25,000	-\$30,000	-\$30,000	-\$100,000	-\$100,000
Cash from financing (donations)	\$50,000			\$50,000	
One-time investment	-	-\$50,000	-	-\$100,000	-
<b>Net cash flow</b>	<b>\$36,000</b>	<b>-\$49,738</b>	<b>\$46,131</b>	<b>-\$92,185</b>	<b>\$32,723</b>
<b>Cash balance</b>	<b>\$107,527</b>	<b>\$57,789</b>	<b>\$103,920</b>	<b>\$11,736</b>	<b>\$44,459</b>

# Student Holdings businesses since 2007

	Operating period	Business description	Reason for closing
<b>Chicago Unzipped</b>	2007-2009	Printed guidebook to Chicago	Operational difficulties
<b>Wildcat Express Delivery</b>	2008-2014	Food delivery from Evanston restaurants	Operational difficulties
<b>AirHop</b>	2010-2014	Airport transportation	New competition
<b>CouponCat</b>	2010-2011	Coupon deals for local Evanston businesses	Insufficient demand
<b>Project Cookie</b>	2011-2014	Late-night cookie delivery	Insufficient demand
<b>EccoLiving</b>	2011-2013	Green cleaning products	Insufficient demand
<b>BoxCo.</b>	2012-2015	Summer storage and shipping	Inability to operate under Northwestern University
<b>DesignWorks</b>	2013-2017	Graphic design and web development	Insufficient demand
<b>NU Tutors</b>	2008-Today	Tutoring for high school students	
<b>RezEssentials</b>	2013-Today	Dorm essentials (eg. fridges) for sale	
<b>Ink Tank Apparel</b>	2016-Today	Apparel design and printing	

# Selected peer institutions

	Stanford Student Enterprises	Penn Student Agencies	Princeton Student Agencies	The Corp (Students of Georgetown, Inc.)	Harvard Student Agencies, Inc.	Loyola Limited	Flyer Enterprises	Yale Associated Student Agencies	Cornell Student Agencies	Student Holdings
Year Started	1996	1933	1911	1972	1957	2010	1990	1934	1894	2007
Website	sse.stanford.edu	www.penn student agencies.com	www.studentagencies.net	thecorp.org	www.harvard student agencies.com	http://www.loyolalimited.com/	https://www.flyerenterprises.com/	www.yale.edu /sfas/agencies	www.student agencies.com	www.studentholdings.org
Entity Type	Associated Students of Stanford University	Within Division of Vice Provost for University Life	Within Office of the Dean of Undergraduate Students	501c(3) Non-Profit; Financially Independent	501c(3) Non-Profit; Financially Independent	Within Office of VP for Campus and Community Planning	University of Dayton School of Business Administration	Within Student Financial and Administrative Services	Complex Structure; Corporations & 501c(3)'s	501c(3) Non-Profit; Financially Independent
# of Businesses	5	10	14	9	12	5	20	10	7	3
# of Paid Students Involved	100	100+	250+	410	600+	42	185	150	-	40
# of Unpaid Student Volunteers	-	-	-	-	-	-	-	-	-	45
# of Paid Full-Time Staff	7	2	3	0	4	2	0 (1 part-time)	4	6	0
Employ Work-Study Students?	Yes	Yes	Yes	-	Yes	-	Yes	Yes	Yes	No
Board of Directors	12 Total: 4 students, 4 univ. admin., 4 alumni	None; entire group meeting every month	None; admin. oversight	undergraduate students only	24 Total: 10 students, 7 univ. directors, 7 alumni directors	None; admin. oversight	17 Total: mostly univ. admin	8 Total: 2 students, 4 univ. admin, 2 univ. profs	6 Total: 2 students, 2 local CEOs, 2 alumni	7 Total: 2 student, 4 SH alumni, 1 univ. admin (AVP of Risk Mgmt)
Annual Revenue	Assets: 16.5M	\$1.2M	\$730K	\$5.3M	\$6M+	\$750K+	\$1.2M	\$2M+	\$2M+	\$150K