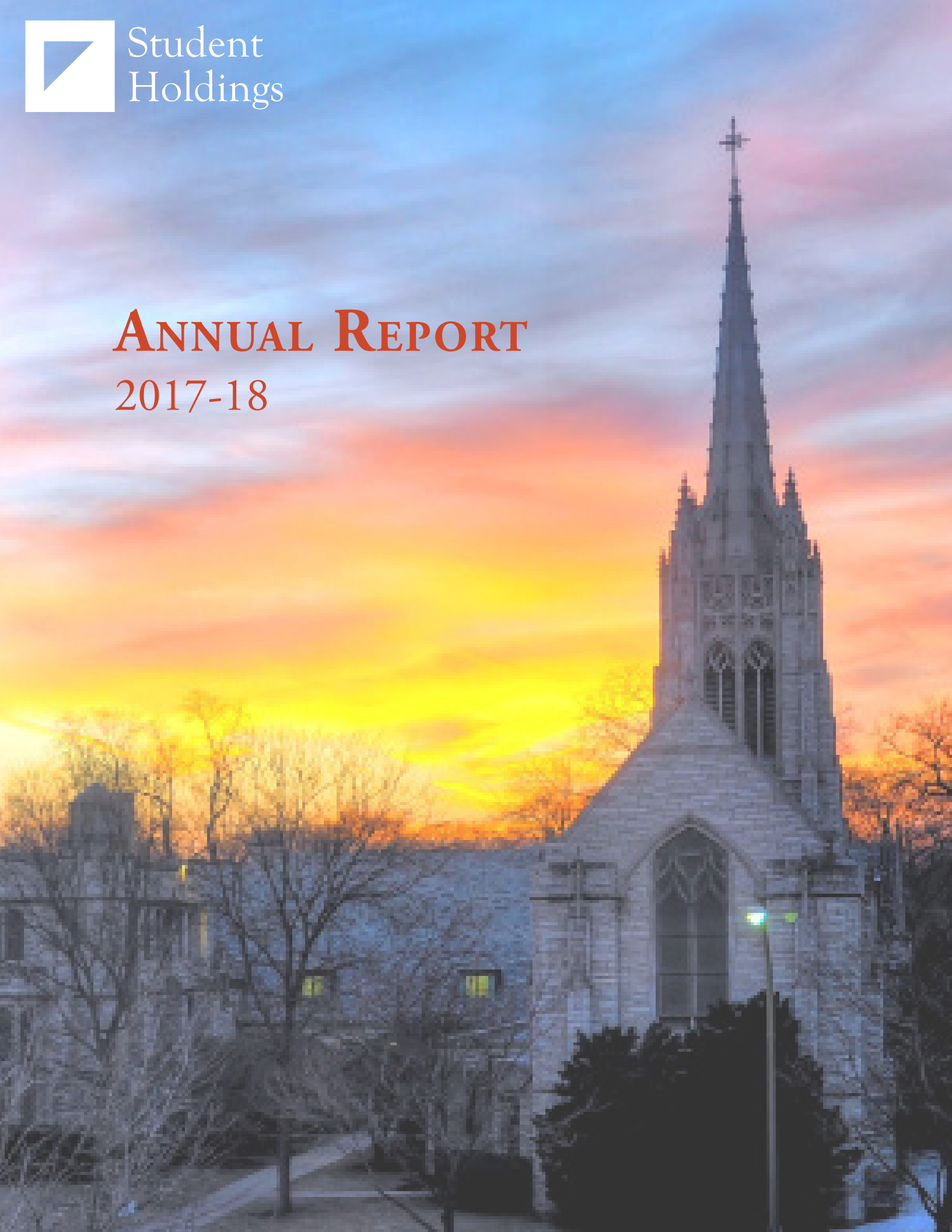




Student
Holdings

ANNUAL REPORT

2017-18



A LETTER FROM LEADERSHIP

Dear Northwestern,

It is with great excitement that we present to you the first ever Student Holdings Annual Report. This may be our first report, but it's hardly our first year. Prior to this past year, we were Northwestern Student Holdings, an experiential business education program within Northwestern University. From 2007 to 2017, Northwestern Student Holdings (NSH) provided over 250 student members (and more than 1,000 student employees) with learning experiences through the opportunities to launch and grow profitable, scalable businesses serving the Northwestern and greater Evanston communities. Our businesses ranged from a printed guidebook of Chicago's neighborhoods to summer storage for Northwestern students. Through its programs, NSH advanced Northwestern's strategy by providing students with experiential learning opportunities while enriching the overall undergraduate student experience.

In February 2017, we learned that our sponsoring department at the time would be unable to continue its support of NSH in the 2017-2018 academic year. After an exhaustive search, we were ultimately unsuccessful in finding another department to sponsor NSH.

With the University's blessing, we formulated a plan to transition out of Northwestern and continue operating as an independent legal entity. In May 2017, we established Student Holdings NFP, a not-for-profit corporation in the state of Illinois. Our mission is to continue to provide educational, hands-on business experiences to Northwestern undergraduates by providing them with opportunities to launch, operate, and grow businesses serving the Northwestern, Evanston and Chicago communities.

This month marks the conclusion of Student Holdings' first full year of independent operations. We are proud to report that Student Holdings picked up right where NSH left off. Over the past year, we continued operating three of our businesses: NU|Tutors (tutoring services), Ink Tank (apparel printing) and RezEssentials (refrigerators and dorm essentials). In October and February, we recruited our newest student leaders from the Class of 2021. Today, more than 40 Northwestern students are involved with Student Holdings' unique business learning programs.



In 2018, our first priority has been laying a strong foundation for Student Holdings to ensure its ability to provide these hands-on learning experiences to Northwestern students for years to come. In January, we elected our first board of directors and submitted our application for 501(c)(3) status to the IRS. We have focused on our initiatives to empower and grow the passionate student leaders who participate in our programs. We have also worked to grow our services by expanding our product offerings and extending our reach to serve new customers.

While Student Holdings now resides outside of the University, we remain steadfast in our commitment to serve the Northwestern community. We are beyond appreciative of The Garage at Northwestern University and their continued support of Student Holdings. In the coming year, we look forward to deepening our existing relationships within Northwestern University and forming new ones.

At the same time, we have also been building relationships beyond Evanston. This summer we will host events with our alumni in Chicago, New York City, and San Francisco to bring together the more than 250 students who have been impacted by Student Holdings and NSH since 2007. In addition, we recently agreed to join a new national association of student-run businesses as a founding member. We look forward to engaging with and supporting our peer organizations at other universities such as Cornell, the University of Pennsylvania, Marquette, and Loyola.

Looking ahead, we are already planning our upcoming recruitment campaign for Fall 2018. We are excited to share our passion and enthusiasm with the Northwestern Class of 2022 and teach them all about what Student Holdings has to offer. We are also eager to expand on our existing educational programs and the services we provide to our community. We are actively pursuing opportunities to add new student-run services to our portfolio. Just this month, our board set a goal of opening a retail storefront for our businesses by the end of 2020. This was a dream of NSH for many years, and we are excited to make it a reality as Student Holdings.

To our customers who have allowed us to serve you the past decade, to our key stakeholders who have offered our organization and members unwavering support, and to each of our student leaders who bring their passion and dedication to Student Holdings everyday, thank you.

The Student Holdings Leadership Team



STUDENT HOLDINGS

Leadership Values

TAKE *ownership*

Leaders bring genuine commitment and passion to everything they do and treat our business as their own. They take initiative and don't see any task as being beneath them.

Learn BY *doing*, THEN *empower* OTHERS TO DO THE SAME

Leaders learn through experience and then pay it forward. They desire to learn and are passionate about teaching and mentoring one another.

SERVE OUR *customers*

Leaders put our customers first. They listen carefully to our customers' needs and exceed their expectations.

CHASE *big ideas*

Leaders are creative problem-solvers who set ambitious goals and pursue them relentlessly. They accomplish what they set out to do and defy expectations.

Build ON OUR FOUNDATION

Leaders stand on the shoulders of their predecessors. They check their egos at the door and leverage the work of those before them.

DO THE *right thing*

Leaders don't compromise their values. They do what is right, even when doing so is difficult or unpopular.



2017-18 FINANCIALS

	Ink Tank	NU Tutors	RezEssentials	Total
Revenue	\$14,426	\$19,669	\$6,796	\$40,991
Gross Profit	\$4,290	\$10,703	\$6,796	\$21,789
Net Income	\$143	\$10,002	\$1,786	\$11,931

Note: Student Holdings NFP was incorporated on May 24, 2017. Thus, these financial results reflect Student Holdings NFP's first partial year of operations from May 24, 2017 to January 31, 2018.



NU|TUTORS HIGHLIGHTS

**NU|TUTORS IS REORIENTING OUR EFFORTS TOWARDS
ATTRACTING AND SERVING CUSTOMERS.**

- Switched CRM software to TutorCruncher, developed automated systems for sales
- Developed new sales and operations processes that more closely align with our customers' needs
- Launched digital and physical marketing campaigns; currently working on getting back into high schools
- Redesigned new logo; revamping website and merchandise for our customers
- Relaunched SAT classes

MEMBERS

Mo Ran '19	Zachary Verghese '21
Jack Nagel '20	Henry Forcier '21
Harrison Catlin '21	Jasmine Teng '20
Jay Patel '21	Elizabeth Hawley '20
Sherie Cheng '20	David Nelson '19
Kevin Huang '19	Charlie Hummel '21
Saksham Goel '21	Bryant Wu '21



INK TANK HIGHLIGHTS

**INK TANK IS FOCUSING ON SERVING MORE CUSTOMERS
THROUGH EFFICIENCY AND CREATIVITY.**

- Team nearly doubled in size, allowing for a greater impact on the Northwestern campus
- Improved our “behind the scenes” operations, leading to a larger variety of products at lower prices
- Redesigned website, allowing for faster order placements and custom design from scratch
- Increased payment options by adding credit card and PayPal

MEMBERS

John Novakovich '20

Bernetta Li '20

Radin Marinov '21

Nicholas Tan '21

Irena Yang '19

Josh Golding '20

Blake Maier '19

Aleksander Ojdrovic '19

Surya Veeravalli '21

Binayak Pande '21

Annie Lee '21

Tina Zhang '20

Adrian Lafont-Mueller '20

Peter Farha '19

Daanish Khazi '19

Ronit Basu '20

Leanna Hue '20



REZESSENTIALS HIGHLIGHTS

REZESSENTIALS IS FOCUSING ON BEING RESILIENT AND INNOVATIVE IN BUSINESS OPERATIONS.

- Refocused our energy on providing refrigerator purchases and not rentals
- Expanded product line to offer a more complete experience for students, including vacuums and lamps
- Automating processes to make operations more efficient
- Building off the past experiences to refine operations
- Striving to personalize our interactions with customers and create more of a brand experience
- Testing out new marketing channels to reach future customers

MEMBERS

Kiley Jarymiszyn '19

Omkar Venkatesh '19

Katherine Mann '21

Satvik Garg '21

Owen Zhang '21

Milan Shah '20

Lucas Conrad '21

Mychala Schulz '20

Melody Hsu '20

Min Kim '20

Aaron Ledsky '20

Alexander Groenendaal-Jones '20



LEADERSHIP

2018-2019

Elana Stettin '19
Rachel Katz '19
Michael Benimovich '19
Bharat Rao '20
John Novakovich '20
Kiley Jarymiszyn '19
Mo Ran '19
Josh Golding '20
Bernetta Li '20
Jack Nagel '20
Kevin Huang '20
Milan Shah '20
Omkar Venkatesh '19
Victoria Yam '19

2017-2018

Amaan Badruddin '18
Nick Serratelli '18
Mo Ran '19
Mallika Bhandari '18
Ashwin Basana '18
Emily Ash '19
Collin Pham '18
Sofia Montoya '18
Maddie Parrott '18
Matt Cheung '19
Elana Stettin '19

