



# Student Holdings

**BIGGER, BETTER STUDENT HOLDINGS  
FUNDRAISING CAMPAIGN**

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

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

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

- Students have a high – and growing – interest in pursuing careers in **business and entrepreneurship**
- 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
- **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 student members to run **financially strong companies** while satisfying customers and employees
- This requires **cross-functional expertise** in operations, sales, marketing, finance and technology
- It also requires **strong management** of often conflicting stakeholders including customers, suppliers 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 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

Co-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."

# 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



# Vision for Student Holdings by 2021

*Vision  
for our  
Businesses*

1

Annual  
Revenue >\$500K

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

# How do we get there?

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

*Key steps on our three-year transformation journey*

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



# 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



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



**Bharat Rao**  
CEO  
*Weinberg '20*



**Daniel Ewnetu**  
CFO  
*Weinberg '21*



**Henry Forcier**  
GM, RezEssentials  
*Weinberg '21*



**Jack Nagel**  
GM, NU|Tutors  
*Weinberg '20*



**Sherie Cheng**  
GM, RezLaundry  
*Weinberg '20*



**Binayak Pande**  
GM, Ink Tank  
*Weinberg '21*

## BOARD OF DIRECTORS



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



**Luke Figora**  
*Chief Risk &  
Compliance Officer  
at Northwestern  
University*



**Nihar Shah**  
*Assoc. Director,  
Carvana  
Weinberg '10  
Kellogg '16*



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



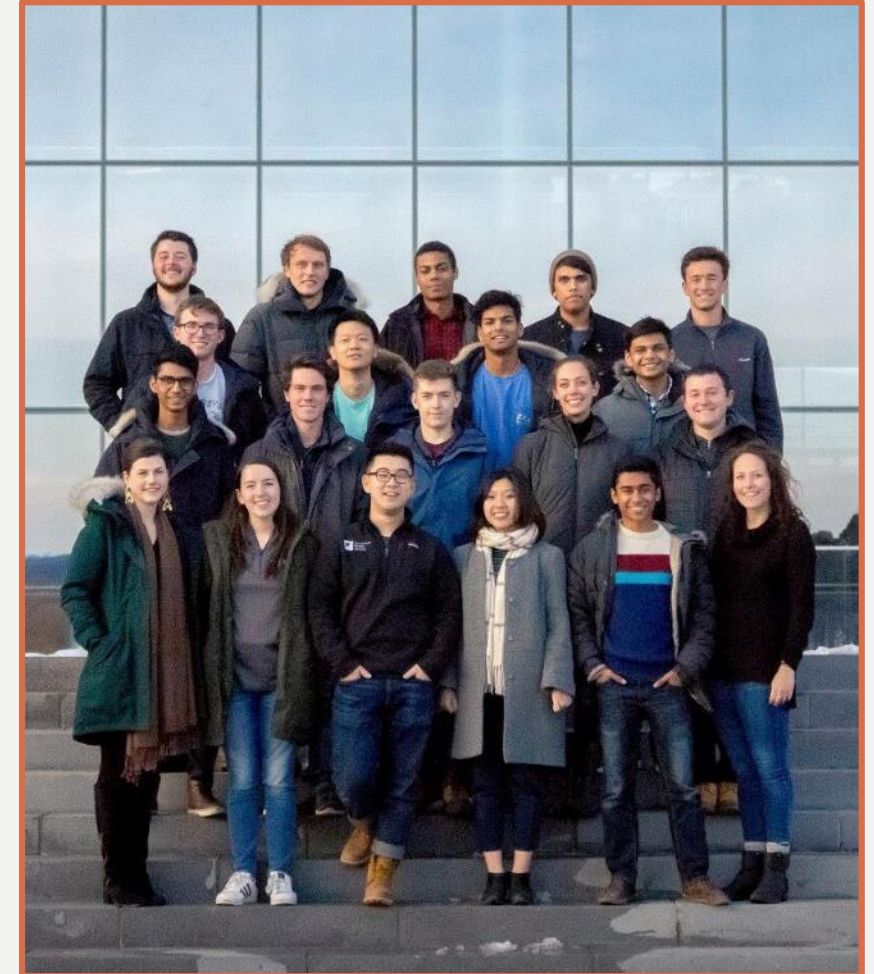
**David Olodort**  
*Data Analyst,  
Flexport  
Weinberg '16*



**Arantxa Valverde**  
*Program Coordinator  
Loyola Limited*

# 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)



## **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)



## **Laundry delivery**

*Pilot Spring 2019*

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

# We are raising \$50,000 to fund the first steps of the journey in 2019

## 2019 CAMPAIGN

- ☐ Launch a new business in 2019
- ☐ Lease a retail/office space in Evanston

### **\$50,000 funds:**

- **Startup investment for our next business in 2019 (~\$20,000)**
- **First 12 months of rent and other retail/office space costs (\$32,000)**

## FUTURE INITIATIVES

- ☐ Establish a summer internship program
- ☐ Pay our students for their participation and the demands of business operations
- ☐ Hire a full-time director to mentor student leaders and manage the health of businesses

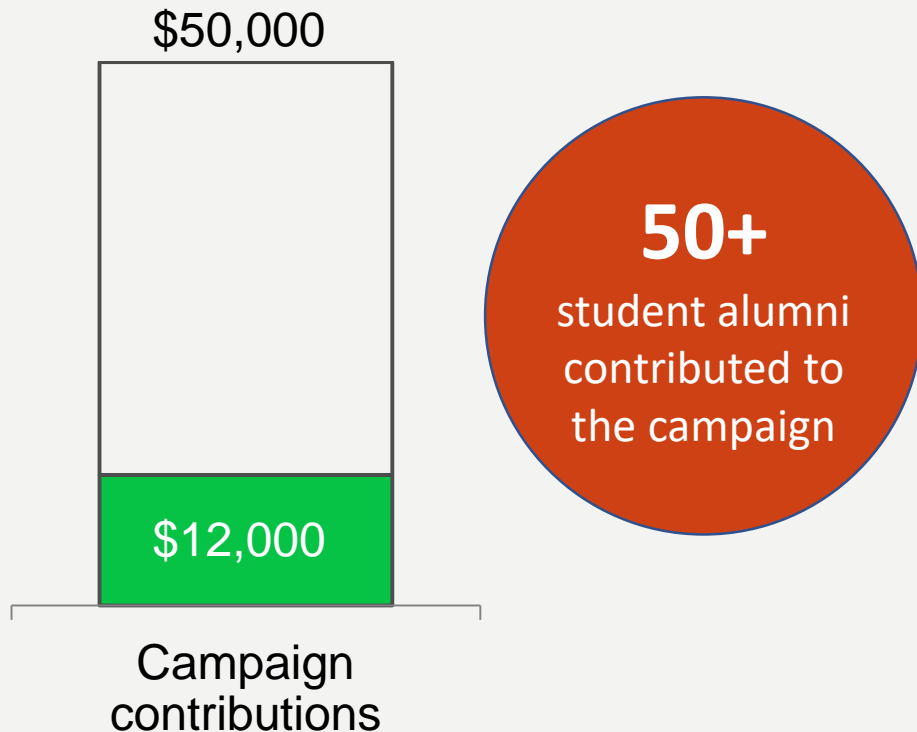
### *Future initiatives to be funded with:*

- *Student Holdings company profits*
- *Corporate sponsorships*
- *Additional donor fundraising*



# Our student alumni launched the campaign, now we need your support to reach our goal

## ALUMNI CAMPAIGN



## CONTRIBUTE TODAY

**\$500**

- Conference table for office
- 100 Laundry bags
- Whiteboards for office

**\$1,000**

- Display screen w/ video conf. equip.
- Laundry lockers in 2 dorms
- 20 office chairs

**\$5,000**

- 2 months office rent
- Laundry lockers in 10 dorms

**\$10,000**

- Delivery vehicle

*Committed contributions can be donated at any time in 2019*

Support us at [www.studentholdings.org/donate](http://www.studentholdings.org/donate)

Learn more at [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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nonprofit organization

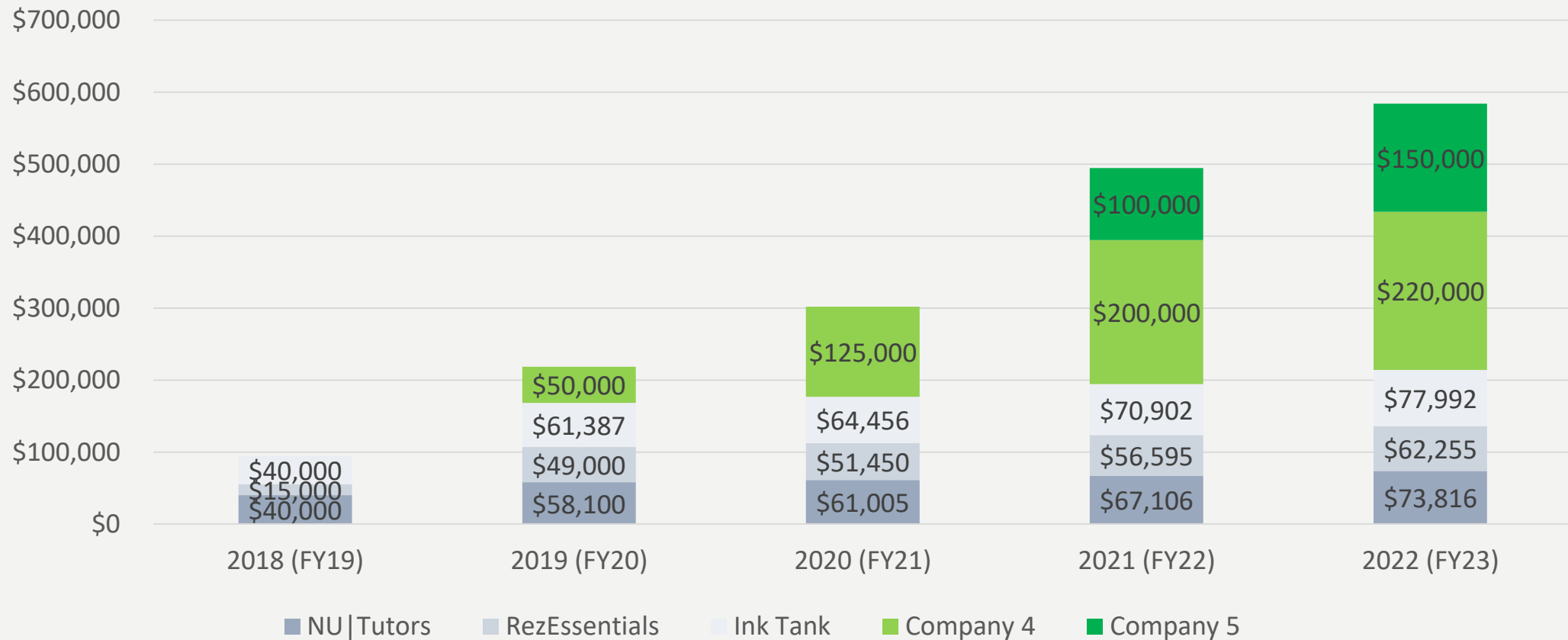


# We are raising \$50,000 to fund the first steps of the journey in 2019

	Initiative	Details	One-time investment	Annual recurring cost
Funded by this campaign	<b>Launch a new business in 2019</b>	• \$20,000 to launch laundry business in 2019	~\$20,000	-
	<b>Lease a retail/office space in Evanston</b>	• Space identified, planning to lease in early 2019 • \$27,000/year for rent and utilities • \$5,000 in one-time costs to furnish	\$5,000	\$27,000
Future initiatives	<b>Establish a summer internship program</b>	• Offer 2-3 paid 10-week summer internships each year starting in summer 2020 • \$5,000 stipend per student		\$10,000-\$15,000
	<b>Pay our students for their participation and the demands of business operations</b>	• Pay all Student Holdings members a small quarterly stipend or an hourly wage for specific activities		~\$30,000
	<b>Hire a full-time director to mentor student leaders and manage the health of businesses</b>	• Hire a full-time executive director at \$55,000 salary + benefits		~\$75,000

# Revenue projection

Projection is based on 2019 fundraising and includes new business launches in 2019 and 2021 as well as retail/office space lease. Does not include revenue or costs associated with other future initiatives such as hiring an executive director.



# Cash flow projection

Projection is based on 2019 fundraising and includes new business launches in 2019 and 2021 as well as retail/office space lease. Does not include revenue or costs associated with other future initiatives such as hiring an executive director.

	2018 (FY19)	2019 (FY20)	2020 (FY21)	2021 (FY22)	2022 (FY23)
Cash from operations	-\$6,500	-\$19,491	-\$1,741	\$22,660	\$34,126
<i>Company profits</i>	\$18,500	\$37,509	\$50,259	\$74,660	\$86,126
<i>Overhead costs</i>	-\$25,000	-\$57,000	-\$52,000	-\$52,000	-\$52,000
Cash from financing (donations)	\$50,000	\$0	\$0	\$0	\$0
One-time investment	\$0	-\$20,000	\$0	-\$30,000	\$0
<b>Net cash flow</b>	<b>\$43,500</b>	<b>-\$39,491</b>	<b>-\$1,741</b>	<b>-\$7,340</b>	<b>\$34,126</b>
<b>Cash balance</b>	<b>\$115,027</b>	<b>\$75,536</b>	<b>\$73,795</b>	<b>\$66,455</b>	<b>\$100,581</b>

# Laundry & dry-cleaning is a proven business at our peer organizations



## HSA Cleaners

Harvard Student Agencies  
Harvard University

<https://cleaners.hsa.net>



## firstServices

Penn Student Agencies  
University of Pennsylvania

<http://www.psafirstservices.com>



## Laundry Service

Brown Student Agencies  
Brown University

<http://www.brownbsa.com/students/laundry>



## Princeton Student Laundry Agency

Princeton Student Agencies  
Princeton University

<http://www.studentagencies.net>



HSA Cleaners	2017	2016	2015	2014
Revenue	\$940,255	\$1,026,931	\$877,361	\$942,792
Expenses	(\$633,665)	(\$766,844)	(\$591,932)	(\$597,104)
Net Income	\$306,590	\$260,087	\$285,429	\$345,688



# 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	

# Student-Run Business Association

## **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**

Annual conference with this year's conference held 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

# 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
<b>Year Started</b>	1996	1933	1911	1972	1957	2010	1990	1934	1894	2007
<b>Website</b>	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
<b>Entity Type</b>	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
<b># of Businesses</b>	5	10	14	9	12	5	20	10	7	3
<b># of Paid Students Involved</b>	100	100+	250+	410	600+	42	185	150	-	40
<b># of Unpaid Student Volunteers</b>	-	-	-	-	-	-	-	-	-	45
<b># of Paid Full-Time Staff</b>	7	2	3	0	4	2	0 (1 part-time)	4	6	0
<b>Employ Work-Study Students?</b>	Yes	Yes	Yes	-	Yes	-	Yes	Yes	Yes	No
<b>Board of Directors</b>	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)
<b>Annual Revenue</b>	Assets: 16.5M	\$1.2M	\$730K	\$5.3M	\$6M+	\$750K+	\$1.2M	\$2M+	\$2M+	\$150K