



Midland



Institute for Entrepreneurship

presenting **CEO**[®]

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*The Midland Institute for Entrepreneurship partners with communities throughout the United States to establish and support excellent **CEO** programs.*



CEO[®] EXPLAINED

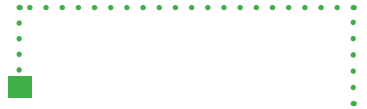
It's much more than a textbook course.

Students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes.

We believe that entrepreneurship is much more about a mindset than it is a body of business knowledge, much more about a new way to view the world than a collection of business concepts. When you create in your students a willingness to see the world around them as a series of opportunities, you'll create dynamic, energetic, excited young people who will be lifelong learners and achievers. When you successfully engage your business community, encouraging them to share their expertise with your next generation of business owners, incredible things happen. You'll create a community that will make your students want to come back to start businesses, work, and raise families.



Craig Lindvahl
Founder



"CEO class is teaching me a whole new approach to life: the entrepreneurial approach."

Anne Wessel
CEO student

How can we give kids opportunities they will need in the real world? That's what we are doing in CEO.

— Craig Lindvahl

CEO[®] PROGRAM ESSENTIALS

A successful CEO program thrives when these foundational components are in place.

Community Must:

- 1 Understand and establish the CEO Culture
- 2 Have an active and engaged CEO board of 9 to 11 people
- 3 Provide funding through 35-50 investors
(schools and students do not pay)
- 4 Practice a blind student application process
- 5 Offer high school credit
- 6 Meet in area businesses

Students and Class Must:

- 7 Start and run a class and personal business
- 8 Complete two business plans
- 9 Visit 30-50 businesses
- 10 Host 30-40 guest speakers
- 11 Match students with a business mentor
- 12 Host an annual trade show

DeanBingham
Mentor

"I truly enjoyed being a mentor in the Effingham County CEO program as it gives me the opportunity to work with the next generation of leaders. Those enrolled in the class will have a significant head-start on their peers as they formulate visions for the future. I'm excited to have a small role through the CEO mentor/protege relationship to provide feedback and guidance from my experiences."

CEO[®] STAKEHOLDERS

Stakeholders: Persons or businesses in a community that contribute time, talent, or treasure to the CEO program.

School: The educational entity of the partnership that provides high school credit for the course, assists in scheduling classes and helps recruit students to the program.

Students: High school seniors from differing backgrounds and socio-economic status. Trustworthiness and excellent work ethic are the two most important characteristics of a CEO student.

Investors: Any business, individual, or organization that invests \$1000 per year for a three-year commitment.

Facilitator: The individual hired by the CEO board to facilitate (not teach) the CEO class. The Facilitator is responsible for the day-to-day execution of the program and is expected to maintain consistent communication with the CEO board.

CEO Board: An entity comprised of a variety of people from business and education whose sole purpose is to oversee and be actively involved in administering the CEO program within a community.

Midland Institute for Entrepreneurship: The entity that partners with communities throughout the United States to establish and support excellent CEO programs.

Mariah Bushue
CEO student
class of 2015

"CEO isn't just a class; it is a once-in-a-lifetime opportunity that I am honored to be a part of."



Partner with Midland

Institute for Entrepreneurship

Establishing a **CEO** program can happen in your community too!
Our team will guide you along the way, providing materials
and support as you complete these steps.



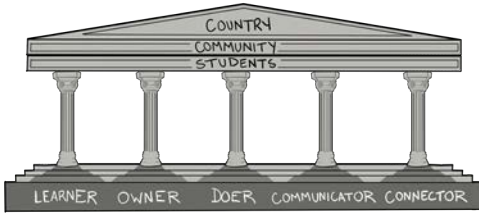
Learn More

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CEO® is the standard for entrepreneurship education in the United States.



- Mission:** To be learners, doers, owners, communicators and connectors.
- Vision:** CEO nurtures entrepreneurial thinkers who possess awareness of themselves and their community.
- Culture:** Every day, all day, we represent CEO with a superior work ethic and trustworthiness.

OURSTATS

56
programs
229
schools



2167 \$\$\$
CEO investors



629 
current CEO students

2225
CEO alumni

CEO® is a *National* **MOVEMENT**

CEO is a transformational education experience and an essential tool for economic development. First launched in 2008 in Effingham, Illinois, CEO has grown from 1 class to 56 programs in 6 states.

