Student-Made's mission is to partner with colleges and universities in providing an effective and entirely student-run platform for entrepreneurial students to reach supporters on their campus, and our growing network of campuses.
Outcomes for Student Creators

1. Displaying and Selling Products through a Professional Online Marketplace
   An effectively managed shop experience includes simple systems for product uploading, order processing and shipping.

2. Receiving Uniquely Tailored Branding & Promotion
   Each student business is given individualized marketing attention, in sharing the message of their brand and story as a student creator.

3. Accessing Regular Pop-Up Shop & Partnership Opportunities
   Students are able to grow their customer base by connecting with members of campus and the surrounding community in unique ways.

4. Joining a Network of Student Creators On Campus, and Across the Country
   A supportive network encourages continuous growth through collaboration and learning from businesses at all stages.
Outcomes for Student Managers

1. Being a Valuable Member of a Cross-Disciplinary Team
   Managers representing all different majors and backgrounds on campus come together to work collaboratively behind one common initiative.

2. Tangible Experience in a Start-Up Company Environment
   All seven members of the manager team apply their unique skill set in operating Student-Made and making the program a success on campus.

3. Learning Through Regular Cross-Campus Collaboration
   Students consistently improve their performance by learning best practices alongside the managers of other Student-Made campuses.

4. Continuous Opportunities for Deeper Training and Development
   Accessing resources from their university and Student-Made to make the most enriching experience.
Identifying & Engaging More Entrepreneurial Students Across Campus
Students across all majors & backgrounds starting businesses on campus can now connect deeper with the resources of an entrepreneurship center.

Providing a Custom Marketplace To Showcase Student Creators
Our online marketplace template will be uniquely customized to the mission and brand of your center, expanding your impact on student businesses.

Enabling Real-World Management Experience for a Team of Students
Our completely student-run structure provides valuable experience that can now be offered by your center.

Leading an Initiative that the Whole Campus Community Can Support
Bringing our program to your campus means uniting students, faculty, alumni, and the local community in the support of student entrepreneurship.
Our Growing Network

A main goal of Student-Made is to facilitate collaboration between student creators and managers across all of our campuses. When your campus joins this network, your contribution to the creative spirit and collaborative nature is immediately felt. We can’t wait to see what you’ll bring to this movement!

Shreya Gundam
Student Creator,
UNC Chapel Hill

"I had the motivation and vision, but simply lacked the resources to get my recycled jewelry business off the ground. Joining Student-Made has alleviated these concerns and gave me a wonderful opportunity alongside other amazing students."

Kelsey Otero
Director of Innovation Center,
Marquette University

"Our Innovation Center on campus immediately knew that Student-Made was a solution beyond what we could have hoped for. It provided a consistent platform for student entrepreneurs, creators, and makers to sell products and grow their customer bases."

Julia Raughley
Student Campus Manager,
Appalachian State University

"Student-Made has helped me grow as leader by setting goals for myself and my team that we see come to life. I have presented the program to various colleges within the University, and I am learning how to appeal to students and meet them where they are at."