



# STUDENT-MADE PROGRAM

A CUSTOM MARKETPLACE FOR YOUR CAMPUS COMMUNITY



## OUR MISSION

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.



CAMPUS  
MANAGER



WEBSITE  
MANAGER



SOCIAL MEDIA  
MANAGER



CONTENT CREATION  
MANAGER



EVENTS &  
PARTNERSHIPS  
MANAGER



COMMUNITY  
ENGAGEMENT  
MANAGER



FINANCE & STRATEGY  
MANAGER

# Outcomes for Your University



1

## 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.

2

## 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.

3

## 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.

4

## 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!

North Carolina State University

University of South Carolina

University of North Carolina Charlotte

Clemson University

Marquette University

James Madison University

Boston University

Western Carolina University

Appalachian State University

University of Vermont

University of North Carolina at Chapel Hill

University of Georgia

## Experiences



**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."