



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.



The Student-Manager Team



Campus Manager

This role will oversee all functions of Student-Made on campus. They will gain hands-on management experience through organizing tasks and goals, ensuring consistent progress, and leading growth & development of your campus branch.



Website Manager

This role will gain the experience of operating a professional online marketplace. They will develop skills in website building, customer service, inventory management, shipment operations, creative marketing, and effective communication.



Social Media Manager

This role will gain experience in establishing and growing a successful brand. They will learn skills in graphic design, creating a consistent social media presence, and producing engaging content in collaboration with the Content Creator.



Content Creator

This role will gain the experience of working to create and organize content, and build a distinct brand for your branch of Student-Made. They will gain skills in brand development and creative marketing through video & photo production.



Events & Partnerships Manager

This role will gain the experience of developing and executing a schedule of pop-ups and strategic promotional events. They will develop skills in creative thinking, event planning, and establishing & maintaining partner relationships.



Community Engagement Manager

This role will gain the experience of growing, supporting and engaging your Student-Made community on campus. They will learn leadership, effective communication, teamwork, and facilitating strong community on a large scale.



Finance & Strategy Manager

This role directs the financial operations of your campus branch. They will gain skills in fundamental accounting tasks related to generating income, tracking receivables, and analyzing & reporting on data for key stakeholders.

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

Michigan State University

Benedict College

Marquette University

James Madison University

University of Texas
Permian Basin

Appalachian State University

Arizona State University

University of North
Carolina at Chapel Hill

Florida State University

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."

Launching Your Branch

1

SUBMIT INTEREST FORM & SELECT LAUNCH PERIOD

After receiving your interest form, we will meet with you to discuss all aspects of the program, and confirm your launch date preference.

2

FINALIZE CONTRACT

After our initial meeting, we will provide you with our contract to review, which will need to be signed prior to program creation.

3

BEGIN PROGRAM CREATION

Once the contract is submitted, we will provide a step-by-step launch timeline that includes marketplace creation, creator onboarding, and manager recruitment.

4

LAUNCH PROGRAM OPERATION

Congrats, we are officially ready to launch! This means the online marketplace has been published, students' products have been uploaded, managers are meeting as a team, and promotion is underway.

SCAN TO COMPLETE INTEREST FORM!



PRICING

SET-UP PAYMENT

\$5,000 - One Time

- Building Custom Marketplace
- Designing Custom Promotional Materials
- Support in Identifying Student Creators & Managers
- Training All Participating Students

Optional Add-On Cost for Professional Accessibility Audit

SEMESTER PAYMENT

\$7,500 Per Semester

- Website Hosting
- Shipping Software Solution
- Sales Tax Collection/Remittance
- Continuous Platform Management & Updates
- Regular Accessibility Monitoring
- Program Support & Guidance
- Success Manager Dedicated to Overseeing Your Branch
- Collaborative Opportunities Facilitated between Student-Made Campuses

STUDENT CREATOR PAYMENT

\$60 - Per Semester

Students will pay a small fee to ensure their engagement and simulate a true business experience.