<table>
<thead>
<tr>
<th>Project</th>
<th>Direct Impacts</th>
<th>Hours</th>
<th>Continuing/New/Pivoted</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Venture Adventure Day</td>
<td>156</td>
<td>240</td>
<td>Continuing</td>
</tr>
<tr>
<td>UNK Recycling and Sustainability</td>
<td>7,230</td>
<td>180</td>
<td>Continuing &amp; New Projects</td>
</tr>
<tr>
<td>Career Development Project</td>
<td>47</td>
<td>175</td>
<td>Pivoted</td>
</tr>
<tr>
<td>BInfluence</td>
<td>42</td>
<td>60</td>
<td>Pivoted</td>
</tr>
<tr>
<td>Brewed Awakening</td>
<td>56</td>
<td>220</td>
<td>Continuing</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>7,531</strong></td>
<td><strong>875</strong></td>
<td></td>
</tr>
</tbody>
</table>

**INCOME**
- New Venture Adventure: $1,725
- Brewed Awakening: $12,905
- Total Income: $14,630

**EXPENSES**
- New Venture Adventure: $947
- Brewed Awakening: $19,394
- Total Expenses: $20,341

**University Contributions**
- Brewed Awakening: $80,000
- New Venture Adventure: $800
- UNK Recycling and Sustainability: $70,000
- **Total Contributions**: $150,800

*half the national average

**People of Need**
Per Capita Income $21,643*

Over $150,000 in University support for Enactus related projects

Over 1,000,000 Media Impressions!

Annual Report 2015-2016
University of Nebraska –Kearney
**New Venture Adventure**

**NEED:** New Venture Adventure addresses the 'brain drain' in Nebraska and throughout the Midwest while inspiring students to recognize and take advantage of entrepreneurial opportunities.

**COOPERATIVE EFFORT:** Worked with more than 25 local bankers, realtors, and business owners to create a sense of ‘realistic entrepreneurial pressure’ for all participants.

**KNOWLEDGE:** Students experience the excitement and challenge of entrepreneurship by creating a new venture in a fictional town. Participants crafted mission statements, completed loan requests, negotiated a lease, devised marketing campaigns, coped with ethical dilemmas, solved global sourcing decisions, managed cash flow, and presented an overall business plan to a panel of judges, all in one day!

**OPPORTUNITY CREATED:** Participants gained a new appreciation for the wonders and worries of entrepreneurship and strengthened their public speaking and teamwork skills.

**IMPACT:** More than 150 participants; 124 students from 14 rural high schools

**Career Development**

**NEED:** According to the U.S. Census Bureau, 16.8% of Kearney residents live below the poverty line. The residents needed help seeking employment, so we offered a job searching and interview readiness program.

**COOPERATIVE EFFORT:** The UNK Enactus Team worked with local experts to design a website that job-seekers could visit, then conducted a follow-up workshop for one-on-one help.

**KNOWLEDGE:** In the six months since its founding, we have provided one-on-one correspondence with over 47 individuals throughout the entire job seeking process. Our website has also provided assistance to over 1,000 unique individuals from over 35 countries around the world. Our workshops have provided one-on-one help to over 20 people, over half of which spoke English as a second language.

**IMPACT:** Have helped numerous people find employment in only a few short weeks including a homeless individual who had been turned down at local employment offices due to a prior felony conviction, lack of a drivers license, and being functionally illiterate.

**BInfluence**

**NEED:** Local small businesses need help targeting the college student population. BInfluence assists the marketing needs of those businesses using social media. Students act as promotional models for their business products and post promotional pictures to their own social media pages immediately growing their target market and ultimately increasing their sales.

**COOPERATIVE EFFORT:** BInfluence has partnered with another Enactus student’s photography business, Capturing Images by Kenzie, to assist these small businesses. In addition, we have worked with Brewed Awakening, our student run coffee shop, and a couple small clothing retailers in our community.

**KNOWLEDGE:** The three start up members of this business venture are gaining first hand experience by working with local businesses to increase their sales potential.

**IMPACT:** BInfluence and Capturing Images by Kenzie are both increasing their sales and gaining experience. This project benefits the numerous college-aged models employed by BInfluence. The three partners, or clients, are receiving low cost, professional marketing services. Gary Michael’s clothing store increased sales by $850 using these services after only 45 days.

**Brewed Awakening**

**NEED:** Lack of applied entrepreneurial learning opportunities in rural Nebraska and on campus. Being the first student-operated business on campus, we are leading the way for student-entrepreneurial engagement at UNK and providing opportunity for experiential learning (est Nov 2012, re-opened/moved Jan 2016).

**COOPERATIVE EFFORT:** The UNK chapter of the American Marketing Association provided guidance to the sustaining student Board of Directors Marketing Committee. This year we added marketing support from BInfluence, the UNK Library, and Student Life. The UNL College of Law provided legal guidance and 3 upper level classes have provided additional recommendations (Marketing Research, Tax Accounting, Strategic Policy & Mgt).

**KNOWLEDGE:** As members of the UNK Enactus Team and students majoring in business, we are receiving first-hand experience on how to own and operate a business. Ordering inventory, increasing revenue, managing employees, mastering break-even analysis, gaining a competitive edge over competition through marketing, and understanding the importance of policies and procedures are all aspects of business we are learning from the Brewed Awakening coffee shop.

**OPPORTUNITY CREATED:** Increase the team’s available funds for projects and provide the students with an alternative food service option on campus. It will also provide the UNK Enactus Team members and other UNK students with the chance to learn the “ins-and-outs” of business in a life-like professional setting and stimulate environmental sustainability use on campus through the locally traded coffee products being used.

**IMPACT:** Multi year performance increases have lead to an $80,000 contribution for capital expenses including remodeling and furniture in the new location. The 50% increase in catering events has allowed us to serve more customers, bring in more revenue, and provide the community with the finest catering available at a reasonable price. One goal of the business is to increase our resource capacity for planned social entrepreneurship projects serving people in need.