

Measuring Success

The Governor's School for Entrepreneurs measures success in qualitative and quantitative ways. For example:

Student Feedback and Net Promoter Score

The high school and college students we serve play key roles in helping us measure the success of our programs. They complete **detailed feedback surveys** about their experiences with Summer Startup and Collegiate Pitch which are important indicators of "how we're doing" and the impact we're making.

A newer addition to this feedback is a Net Promoter Score (NPS), a common metric in the business world: "How likely are you to recommend GSE Summer Startup to a friend or colleague? And what is the reason for your score?" As we grow we want to make sure the quality of the experience remains high. The average NPS score for Summer Startup and Collegiate Pitch's first year with NPS both fall in the **"Great to Excellent" range**. Continued tracking of our NPS will help us measure and compare success year-to-year.

Number of Alumni Businesses in Kentucky

This metric is trickier to track but it is important. We can confirm **since 2013, more than 120 GSE-alumni businesses have launched and/or earned funding to grow their enterprises in Kentucky**. We help promote our alumni businesses and make sure our alums know Kentucky is here for them every step of the way. When they successfully complete our programs the support doesn't end there – **that's just the beginning**.

The GSE Roadmap

Our Roadmap combines our **3-Year Vision with a 1-Year Plan** detailing annual goals and metrics. We measure success by how many goals we achieve in areas like Raising Awareness, Program Growth, Financials, Infrastructure, Governance, and Curriculum. Our three team members **achieved 91% of our 32 defined goals** for 2025, with several being carried into 2026.

LOCAL NEWS

'People want hometown service.' \$1.2m internet grant for Nelson, Larue counties goes to small business

A homegrown ISP got dealt in on a multi-million dollar federal grant.

Success: A Case Study

Cam Lasley is a 2017 Summer Startup graduate. He saw the need for bandwidth and internet access in rural Kentucky skyrocket during the pandemic, so he launched his company, Telecast Communications, in 2020.

He recently earned a \$1.2M federal grant to expand his service area, and he plans to hire four more people.

At GSE, Cam learned how to start and run a successful business. Now the company he launched provides a critical service and creates jobs for Kentuckians.



Measuring Success With the Students We Serve

Summer Startup

"I don't know where my business would be today without GSE. It made me the business owner I am and helped me with interpersonal relationships and communication. I am forever grateful for GSE!"

Mackenzie B. - Adair County

"I've always known I wanted to do something in the business world, but I've never known where to start. After GSE I know what to do."

Lucia G. - Daviess County

"GSE Summer Startup has made attending college in the future possible. It's been life-changing."

Cade R. - Casey County

"GSE will have a profound impact on my future. The friendships I made, the personal growth I experienced, and the confidence I gained are truly unmatched."

Taylor W. - Henderson County

"What I've learned here is going to stay with me my whole life."

Zaara A. - Jefferson County

"GSE was the best experience I could ever ask for. It changed my life for the better and I can't wait to see where all of the relationships I've made take me."

Carolina K. - Morgan County



Collegiate Pitch

"This allowed me to view my business from someone else's perspective. I was able to take the constructive criticism and apply it to make my business better."

LaShay Calvin, Auntie's Soulfood and Sweets
SULLIVAN UNIVERSITY

"The energy and support from the GSE community are unmatched. GSE helped us realign our focus, and we're excited to keep growing and inspiring other entrepreneurs along the way."

Golden Mashindi, Jet Ski 502
UNIVERSITY OF LOUISVILLE

"Receiving feedback from the judges was amazing. I feel really confident about our product and how we can improve. It was a great experience."

Emmanuel Haynes, Portable Shower Solutions
UNIVERSITY OF LOUISVILLE

"It's a great opportunity. A steppingstone to grow your business."

CJ Nadler, Perfect Pressure Washing
NORTHERN KENTUCKY UNIVERSITY

"This is a great start for my company. I got great feedback that will help me move to the next step."

Maame Abena O. Afrifa, Nanomed Adaptive Technologies
UNIVERSITY OF KENTUCKY

