



SAXBYS EXPERIENTIAL LEARNING PLATFORM[®]

2024 - 2025 IMPACT REPORT



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SAXBYS E.L.P. PARTNERS



Dear University Partners,

This year marked a defining moment for Saxbys and our higher education partners. As we celebrated the 10th anniversary of the Experiential Learning Platform®, we also launched a groundbreaking partnership with Follett Higher Education—expanding beyond cafes into campus bookstores. Together, we’re proving what’s possible when everyday campus operations become platforms for student success and institutional strength.

In 2024–2025, Saxbys evolved to meet this moment. We grew the Experiential Learning Platform® to 30 locations across 25 campuses — and redefined what partnership means in higher education.

This year’s milestones go beyond opening more cafes. They demonstrate that campus operations can be leadership laboratories where students manage P&Ls, lead teams, and build communities. Our new partnership with Follett exemplifies this expansion, bringing our model to campus stores nationwide. It marks a broader vision: leveraging the success of the E.L.P.® to reimagine campus operations — from retail to mail services, event management to sustainability. At the center of it all remains a simple truth: every operation we touch becomes a platform for students to lead, grow, and prove what's possible.

The results are clear. This year, 936 students worked at Saxbys, including 330 in leadership roles. Another 1,446 completed our microcredential program, building the leadership skills that define career readiness. Together, they earned \$3.4 million in wages while serving 1.6 million guests—and hosted over 600 campus activations, from career fairs to fundraisers, becoming integral to campus life.

Across ten years of the E.L.P.®, 3,211 students — including 921 leaders — have served 9 million guests and earned \$17.8 million in wages. Behind every number is a deeper story: students developing the confidence and capacity to lead. Our Student CEO® alumni reach leadership positions seven times faster than the national average—proof that when students practice leadership in college, they’re ready to lead from day one.

We see a future where experiential learning is woven into campus life — where operations become classrooms, and every shift builds adaptability and empathy. Forward-thinking institutions understand that in a world transformed by technology, the most valuable education develops distinctly human capabilities. The future belongs to universities that transform their campuses into living laboratories where students don't just learn about leadership: they practice it daily with real stakes and real impact.

That belief drives everything we do. We’re investing in new partnerships, digital platforms, and innovations that help more students thrive and lead in tomorrow’s economy. As we grow, we remain guided by our founding principle: Make Life Better® — for students, institutions, and the future of higher education.

Thank you for your continued partnership and trust. Together, we’re defining what it means to prepare the next generation of leaders for a rapidly transforming world.



Nick Bayer

NICK BAYER

Founder & CEO of Saxbys



NATIONWIDE GROWTH

In 2024-2025, Saxbys opened three new student-run cafes at Northeastern University, Marist University, and Robert Morris University, bringing our total number of university partnerships to 24. This milestone year also marks the 10th anniversary of the Saxbys Experiential Learning Platform®, celebrating a decade of empowering students to lead real businesses and develop career-ready skills.



SAXBYS & FOLLETT JOIN FORCES

Saxbys and Follett Higher Education – the nation’s leading campus store operator – have partnered to bring the student-led business model into the world of collegiate retail. This innovative partnership aims to expand experiential learning opportunities beyond cafes, empowering students to lead in new, high-visibility spaces on campus. The first student-run Follett store launched at Northeastern in Fall 2025.

PREMIER EDUCATION LEADER

Saxbys continues to be recognized as the premier leader in experiential learning, featured in publications such as The Wall Street Journal, Inside Higher Ed, Fast Company, Times Higher Education, and the Hechinger Report. Read up on the latest press and other news by scanning the QR code at the bottom of this page.



RAVE-WORTHY MENU

Saxbys was nominated by an expert panel and voted by readers as one of USA Today’s 10 best coffee chains in the United States. Coming in at #3, Saxbys outranked major competitors such as Starbucks and Dunkin’, earning special commendations for its unique position as a higher education partner.



For the latest and greatest news from Saxbys, visit hellosaxbys.com/press.

NORTHEASTERN UNIVERSITY

SAXBYS GRAND OPENING | SEPTEMBER 4, 2024



ROBERT MORRIS UNIVERSITY

SAXBYS GRAND OPENING | SEPTEMBER 10, 2024



MARIST UNIVERSITY

SAXBYS GRAND OPENING | SEPTEMBER 24, 2024



SAXBYS

EXPERIENTIAL LEARNING PLATFORM[®]

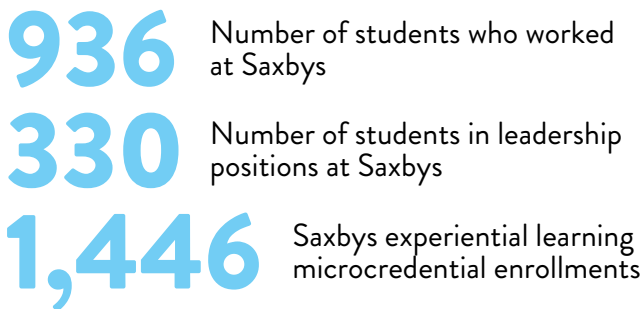
Our Impact, by the Numbers

Saxbys is the only experiential learning company transforming college campus operations into credit-bearing leadership laboratories. Through its Experiential Learning Platform (E.L.P.)[®], students earn both wages and academic credit while managing real P&L responsibility, developing teams, and creating communities. Saxbys' full-stack solution integrates seamlessly with university curricula and turns cafes, bookstores, and other campus retail spaces into dynamic learning ecosystems. By empowering students to lead real businesses with real consequences, Saxbys delivers proven outcomes, builds authentic confidence, and launches careers.

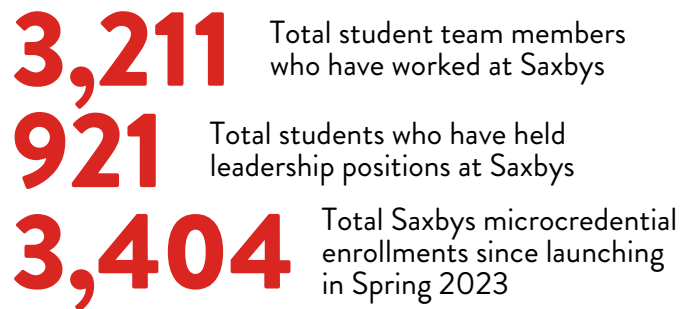
Our Mission is to Make Life Better.[®]

Across the country, Saxbys team members are training to become next-generation leaders and entrepreneurs.

>> 2024 - 2025 ACADEMIC YEAR



>> ALL-TIME STATS, 2015 - 2025



We are a Community Serving our Community.

Saxbys E.L.P.[®] cafes are student-centered hubs for community and collaboration.

1,575,079

Guests served at Saxbys locations by all-student teams throughout the 2024 - 2025 academic year

9,159,916

Guests served at Saxbys locations by all-student teams since the E.L.P.[®] launched in 2015

>> Throughout the 2024-2025 academic year, Saxbys participated in more than **600** campus activations across the E.L.P. partner network, including career fairs, speaking events, applied learning assignments, fundraisers, campus tours, and more!

Profit Creates Opportunity.

Every Saxbys purchase supports paid, on-campus experiential learning opportunities.

\$3.4MM

Total payroll paid to Saxbys student team members throughout the 2024 - 2025 academic year

204,195

Total labor hours managed by the Student CEOs[®] throughout the 2024 - 2025 academic year

\$17.8MM

Total payroll paid to Saxbys student team members since the E.L.P.[®] launched in 2015

997,441

Total labor hours managed by Student CEOs[®] since the E.L.P.[®] launched in 2015



CAREER-LAUNCHING OUTCOMES

At Saxbys, leadership is more than a title – it’s a lived experience that equips students to thrive long after graduation. Our Student Leaders step into roles that challenge them to run businesses, build teams, and create community. The results speak for themselves: from breaking barriers in access and equity, to excelling across academic disciplines, to securing degree-relevant careers at leading organizations. These six outcomes showcase how Saxbys alumni aren’t just ready for the future of work – they’re already shaping it.

SAXBYS LEADERS ARE



BREAKING BARRIERS

56%

of the 2024-2025 Student CEO cohort are first-generation college students or come from underserved backgrounds.



MULTIDISCIPLINARY LEADERS

Saxbys Student Leaders bring expertise from **70+ fields of study**, spanning every corner of campus life.



ON-TIME GRADUATES

100%

of Saxbys Student Leaders have graduated on time or are on track to do so – compared to less than 50% of students nationally.

SAXBYS LEADERS GAIN



DEGREE-RELEVANT CAREERS

Saxbys alumni work at **250+ organizations**, including 24 Fortune 500 companies, across 12+ industries.



FAST TRACK TO LEADERSHIP

Saxbys Student CEO alumni have a **7x faster track** to leadership positions than the national average.



BUILT-IN COMMUNITY

More than 80% of Saxbys alumni reported feeling a sense of belonging on campus – compared to just 12% of students nationally.



EDUCATION & OPPORTUNITY

Saxbys is on a mission to empower the next generation of leaders and entrepreneurs through experiential learning. We've trained and mentored hundreds of students, and we're just getting started.

2015

Saxbys launches the Experiential Learning Platform[®] and opens its first cafe designed for and led by students at Drexel University.

2017

The first Student CEOs[®] complete their degrees and graduate from college.

2023

Saxbys launches the Experiential Learning Badge Program, offering student team members the opportunity to get paid to earn résumé-building microcredentials.

2024

Saxbys hires the 200th Student CEO[®] and introduces paid and credited Student VP roles across the E.L.P.[®] network.

2025

Saxbys marks the 10th anniversary of the E.L.P.[®] and launches an innovative partnership with Follett Higher Education to bring the student-led business model into the world of collegiate retail.

2026

Saxbys celebrates opening its 30th experiential learning cafe, led entirely by students.

The Saxbys E.L.P.[®] Curriculum is designed to help emerging student leaders achieve:

3 Institutional Learning Outcomes, which drill down into...

9 ...General Learning Outcomes, connected to...

24 Specific Learning Outcomes, linked to key on-the-job skills.



Saxbys Student Leaders learn, flex, and reflect on their personal competencies across five industry-agnostic Power Skills:



Critical Thinking



Resilience



Emotional Intelligence



Thrive Drive



Influential Communication

Every Saxbys Team Member can enroll in our “earn-to-learn” program, achieving microcredentials in five in-demand fields:

➤➤➤ CORPORATE SUSTAINABILITY

➤➤➤ TALENT ACQUISITION

➤➤➤ STRATEGIC MARKETING

➤➤➤ SUPPLY CHAIN

➤➤➤ TRAINING & DEVELOPMENT

FUTURE LEADERS

Meet members of the 2024 - 2025 Saxbys Student Leadership Team – they're going places.



MABEL ARONSON

Marist University | Saxbys Student CEO®, Fall 2024
Fashion Merchandising, Class of 2025

"This role has challenged me in ways I never expected and taught me responsibility, ownership, and the value of leaning into challenges instead of resisting them. I've grown as a leader, learned to build a team rooted in trust and community, and discovered that I am capable of far more than I ever realized. This semester has not only been the highlight of my time at Marist but one of the most rewarding experiences of my life."



SIYA DAHANUKAR

Boston University | Saxbys Student COO, Spring 2025
Health Sciences, Class of 2027

"Who knew a cafe could be the best classroom I'd ever step into? Wrapping up my Spring '25 term as one of the inaugural Student COOs at Saxbys Boston University, I'm walking away with real-world skills and deeper personal growth. Leading a team of 50+ to support our cafe's operations taught me more than any classroom could."



BRAYDEN DECASTRO

Georgia State University | Saxbys Student CEO®, Fall 2024
Management, Class of 2026

"This experience is something I haven't received from any other job before. As a Student CEO®, I was able to lead a team of over 40 students, become a leader on my campus, and develop skills in managing sales, training team members, and analyzing inventory. It pushed me out of my comfort zone and gave me the confidence to see myself as a future business owner."



FAITH DOWLING

Saint Joseph's University | Saxbys Student CEO®, Spring 2025
Food Marketing & Entrepreneurship, Class of 2026

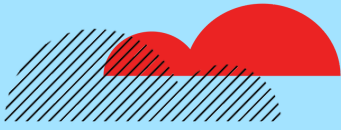
"Saxbys truly made me career-ready. This was a real-world management experience that most students don't get during college. I was able to run a business, make decisions that impacted our performance, and solve real challenges in real time. I've grown into someone who can make tough decisions, motivate a team, and navigate challenges with confidence. This sense of self-confidence is something I'll carry into every future opportunity I take."



AIDEN HELM

Purdue University | Saxbys Student CEO®, Fall 2024
Hospitality & Tourism Management, Class of 2026

"The Student CEO® role has taught me that leadership isn't just about running a cafe; it's about building a culture of respect, listening to your team, and helping them grow – not just for success in the cafe, but wherever they go in life. I'm incredibly proud of the positive atmosphere we've created here at Purdue Saxbys and the friendships and skills my team has developed along the way."



Since launching in 2015, Saxbys has hired and trained more than 1,000 student leaders across our network of Experiential Learning Platform cafes.



ABIGAIL KELLY

University of Pittsburgh | Saxbys Student CEO®, Fall 2024
English Writing, Class of 2026

“This experience has helped me develop so much confidence and grow as a leader. I’ve learned to delegate tasks effectively, work as part of a team, and most importantly, have difficult conversations while maintaining strong relationships. Professionally, I now understand the intricacies of running a business, and I’m more aware of how to manage all the moving parts efficiently. This role has truly shaped me into who I am today.”



ARYAN MASKA

Montclair State University | Saxbys Team Lead
Computer Science, Class of 2025

“Saxbys taught me that leadership isn’t about being the loudest voice in the room – it’s about being present, listening, and showing up for your team. Some of my biggest growth moments came during the smallest shifts, just by helping a teammate feel supported or turning a stressful morning into a smooth one. I have learned that great leadership is built one interaction at a time and that mindset will stay with me long after I leave the cafe.”



MARIEL PALLANTE

Drexel University | Saxbys Team Lead
Psychology, Class of 2026

“Being a Team Lead at Saxbys has allowed me to utilize and gain practice in skills that directly connect to my major in Psychology and my future goal of becoming a licensed professional counselor. Every day in the cafe, I use active listening, empathy, and clear communication – all skills that are essential in counseling. The exposure to these skills has allowed me to grow inside of the cafe, as well as prepare me for my future career.”



ZIV SHADUR

Temple University | Saxbys Student VP of Campus Recruiting
Psychology, Class of 2025

“My role as Student VP of Campus Recruiting has given me a lot of insight when it comes to the job hiring process and interacting with new people. Being a Saxbys Student VP has taught me how to lead and collaborate within a team to execute activations and be proactive in reaching out to contacts and the community.”



SAMSON SPEETH

John Carroll University | Saxbys Student CEO®, Fall 2024
Psychology, Class of 2025

“The skills I’ve developed in this position – leadership, professional development, interpersonal communication, and emotional intelligence – have been huge. I came into this role with a basic understanding of these areas, but the growth I’ve experienced has been astronomical. This opportunity has not only strengthened me as a leader but also prepared me for the next chapter in my journey toward graduate studies in clinical psychology.”

OUR COMMITMENT TO THE PLANET

Colleges and universities are leading the way on sustainability, and at Saxbys, we're proud to support those efforts. From cutting waste to offering sustainable food and drink choices, we align our operations with the environmental priorities of the campus communities we serve.

Did you know?
46
of our menu items
can be made with
**100% plant-powered
ingredients.**

PARTNERING FOR A GREENER CAMPUS FUTURE, LED BY STUDENTS

Since joining Boston University Dining's "Choose to Reuse" program in September 2023, Saxbys has made significant strides in reducing single-use waste on campus. Over the 2023–2024 academic year, participation in the program expanded to include all orders — whether placed via Grubhub, the Saxbys app, or in person — allowing every guest the option to receive their order in a reusable container.

Between September and May, 19,545 reusable containers were issued at the Saxbys cafe on BU's campus, with an impressive 96% return rate. Convenient drop-off bins located in the cafe made participation simple, helping guests form sustainable habits with minimal disruption. The process is as seamless as returning a library book—and just as habitual.

This initiative was led by Student CEO® Ria McGuire (BU '25), a Conservation Biology and Ecology major passionate about sustainable business practices. Under her leadership, Saxbys' approach to packaging aligned even more deeply with Boston University's zero-waste goals, including its aim to divert 90% of campus solid waste from landfills or incineration by 2030.

"We expanded our Choose to Reuse program to include options for in-person orders and saw 25% of our guests choose reusable packaging," Ria shared in her end-of-term reflections. "I learned that you can embrace sustainable, community-oriented choices and still beat your budget."



SAXBYS STUDENT LEADERS TACKLE FOOD WASTE

In partnership with the Sustainable Business Network of Greater Philadelphia (SBN), Saxbys launched the Food Saver Inventory Wind-Down Challenge in Fall 2024 — an initiative to help student-led cafes reduce food waste while maintaining product availability ahead of semester breaks. The Challenge empowered Student CEOs® to lead with sustainability, make data-informed decisions, and drive real business results.

Teams earned points for their weekly ordering and production decisions around perishable items. In its inaugural run, Saxbys cafes saved 96% of food that could have been wasted—contributing to a 2.3 percentage point improvement in company-wide cost of goods sold (COGS). The initiative demonstrated that student leaders can be powerful change agents for sustainability while maintaining profitable, unit-level businesses. These food-saving practices are now part of Saxbys' standard inventory management procedures.

In Fall 2024, Temple University's Liacouras Walk cafe, led by Student CEO® Julia Knies, earned 1,660 points to win the Challenge. By retraining her team on First In, First Out (FIFO) practices and tracking inventory in real time, Julia's team ensured that not a single perishable item went to waste. "This challenge showed that sustainability is not just an abstract concept—it's a daily business decision," Julia told SBN. In Spring 2025, Rowan University's Rohrer College of Business cafe, led by Student CEO® Kelsey Przygoda, earned over 1,200 points to claim first place. A junior majoring in Environmental and Sustainability Studies, Kelsey refined production systems and partnered with Rowan's West Campus Farm to compost cold brew grinds. "I had learned about food waste in class, but this challenge made me understand its financial and environmental impact firsthand," she said.

The Food Saver Challenge has become a key part of how Saxbys trains student leaders to manage inventory responsibly and lead with purpose. As the program grows, it will shape a generation of business leaders who know how to align profit with sustainability.

THE SAXBYS COFFEE PROGRAM

The Saxbys Coffee Program is founded on the belief that we have a responsibility to empower our origin partners and build a sustainable, equitable coffee supply chain.

As a roaster and purveyor of coffees, Saxbys operates as the final step in the coffee supply chain. This means that our coffees have undergone numerous processes and have passed through many hands before arriving at our facility.

We do all of this because we want the coffee industry to thrive. Responsible and transparent sourcing is the best path forward for the people, planet, and product we love.



>> OUR COFFEE COMMITMENTS



SOURCE PERSONALLY.

We believe that great coffee is a direct result of great relationships. We travel the world to nurture these friendships, make new connections, and find the best coffee we can.



SELECT CAREFULLY.

We plan annual origin trips, during which we visit farms and producers we purchase from to stay connected to the communities growing the coffee we serve.



FOCUS ON RESPECT.

Our core green coffees, used in Pep Talk, Liquid Courage, Go-Getter Espresso, and Cold Brew, are each sourced from origin partners in four countries, where there's a long-standing and mutually beneficial relationship rooted in trust and respect.



ROAST RESPONSIBLY.

Sustainability is as central to our coffee program as flavor and fairness. At our Philadelphia roastery, we use state-of-the-art Loring S15 and S70 roasters, which consume less energy and reduce greenhouse gas emissions by 80% compared to traditional drum roasters of the same size. These efficiencies allow us to produce exceptional coffee with a significantly lower environmental footprint.

>> AWARD-WINNING TASTE & IMPACT



The Saxbys Finca Cortes Natural Single Origin Coffee was named a 2023 Good Food Awards Finalist, a distinction honoring superior taste and commitment to social and environmental responsibility.



YOUR CAMPUS, OUR SHARED MISSION:
**EMPOWERING TOMORROW'S
LEADERS & ENTREPRENEURS
TO MAKE LIFE BETTER.[®]**

Partner with Saxbys to empower tomorrow's leaders with paid, career-launching experiential learning opportunities. To learn more, visit hellosaxbys.com/bring-to-your-campus.

