



## Capabilities

Idea Consultation  
Business Planning  
Business Plan Development  
Communications Planning  
Marketing Strategy  
Contract Administration  
Program Management  
Proposal Development  
Academic/Industry Liaison  
Conference/Event  
Management  
Media/Advertising Services  
Cost Efficiency Analysis  
Talent Booking Services  
Graphics Design Services

HBCU CEO, LLC  
2020 Howell Mill Road, N.W.  
Atlanta, GA 30318



## Capabilities Overview



PURPOSE  
TO  
PROFIT

[www.hbcuceo.com](http://www.hbcuceo.com)



## About the Company

HBCU CEO, LLC was launched in 2017 to support leadership development through the eyes of entrepreneurs. The company will promote characteristics found in business leaders that can help others advance in their respective careers.



## About the Founder

HBCU CEO Founder and 2017 Georgia CEO of the Year, Rod Chappell, has been an entrepreneur for nearly 20 years. Over that time, he has created several award-winning businesses and consumer-based programs reaching key audiences.

Chappell, a Morehouse College graduate in Business and an MBA graduate from Duke University, is an industry leader in idea creation, business planning and strategic marketing.

Chappell has identified principles that have led to entrepreneur success and positioned them to allow others to benefit in their lives.



## The "P" Principles

PURPOSE  
PASSION  
PROBLEM  
PERSONALITY  
PRAYER  
PERSISTENCE  
PRODUCTIVITY  
PRACTICE  
POSITIVITY  
PLATFORM  
PEOPLE  
PURCHASERS  
PAYMENTS  
PROFIT