

# Start *your* Adventure.

## CAROLINE FERGUSON LIVES HER LIFE FAST.

For her, there's no other option. She sees life in 40-second increments — that's the timeframe on average that someone in the United States commits suicide.

At age 9, Caroline lost her father to suicide, and as she studied entrepreneurship at the C. T. Bauer College of Business, she made it her mission not only to understand the contributing factors to suicide but also to find a way to end it.

As a Bauer student in the college's Wolff Center for Entrepreneurship, she launched Grateful & Company, an online store for gratitude-themed lifestyle products. A portion of each sale benefits suicide-prevention and mental health programs on college campuses.

**CAROLINE FERGUSON (BBA '18)**  
FOUNDER, GRATEFUL @ COMPANY



**BAUER**  
COLLEGE OF BUSINESS  
UNIVERSITY OF HOUSTON

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C. T. Bauer College of Business is an AACSB accredited business school.  
The University of Houston is an EEO/AA institution.

