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Small Business Consulting Practice

**SBCP** 

**Summer 2018 Report**

# Small Business Consulting Practice

## Summer 2018 Report



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## Program Objective

Funded by the City Council of New York, the Small Business Consulting Practice is designed to train its cohorts to become consultants for small businesses.

The objective is to give students knowledge on:

- How to start a business
- The tools available to help grow a business

Then, we line them up with:

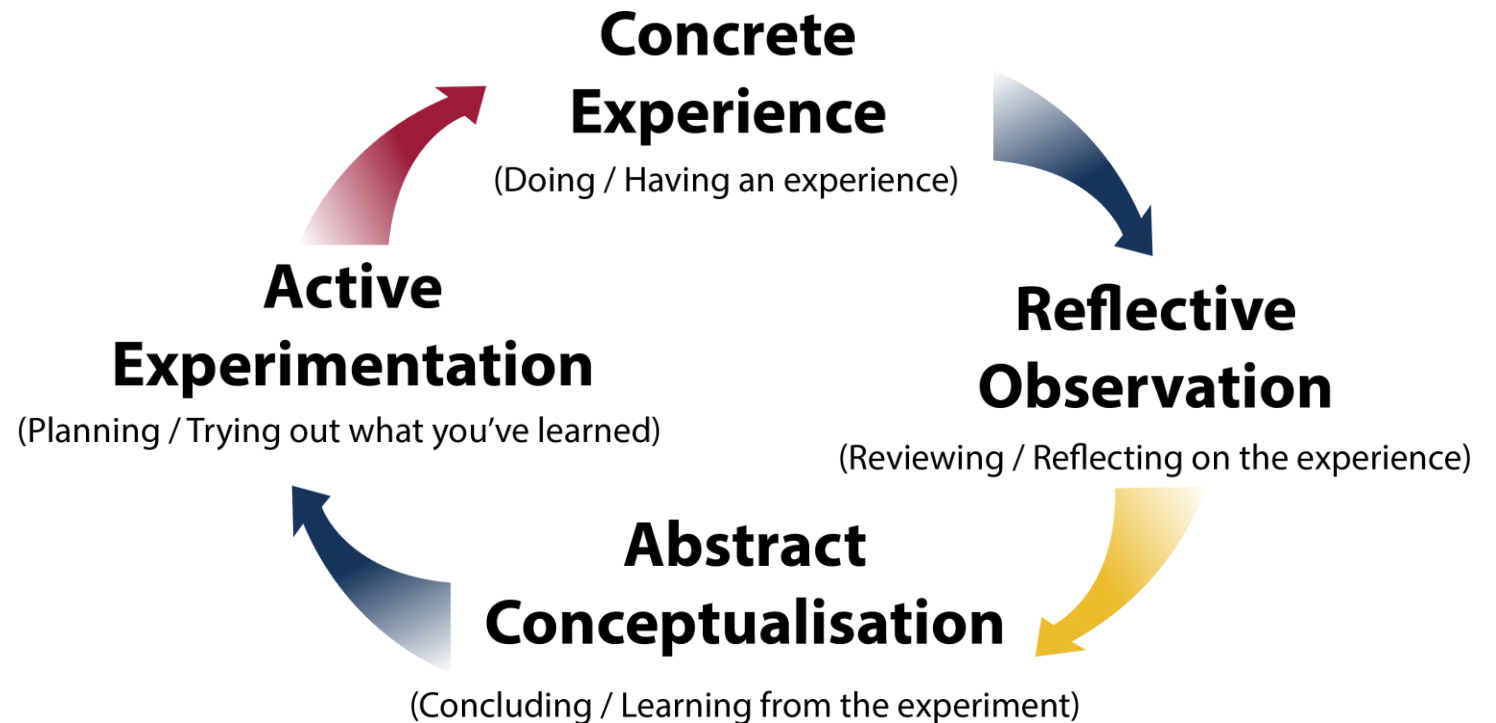
- Small business owners in the community
- Local Entrepreneurs





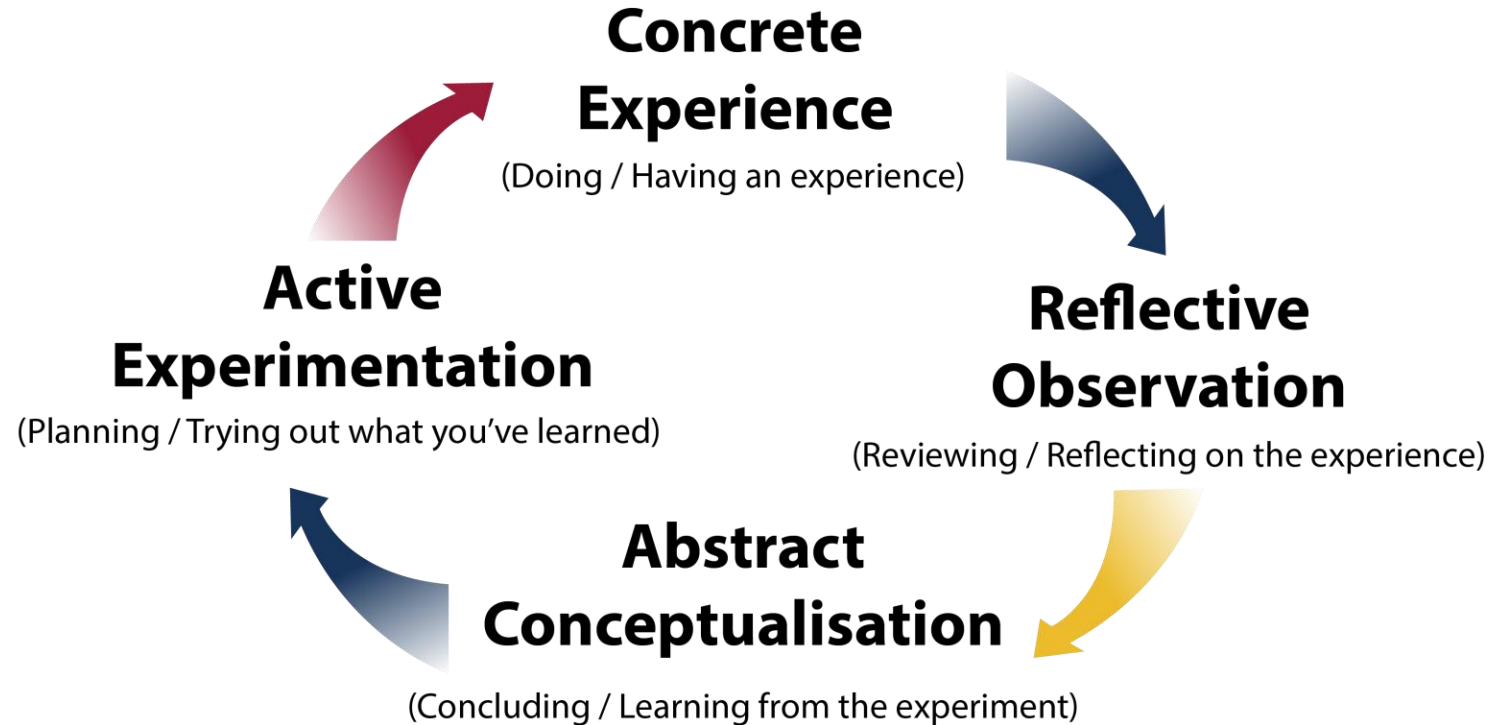
## The goal is to have students:

- Take a client
- Apply what they learned
- Gain real world experience
- Reflect on that experience



Students are given training and workshops in:

- Basic web development
- Social media marketing
- Financial projections
- Loan Packaging
- Legal Aspects of Entrepreneurship





For small businesses to grow and develop, it is essential:

- To have a digital presences
- A well-designed website

We designed an intensive course to teach students how to:

- Develop and design a functional website
- Publish and maintain a business website



### Students learned

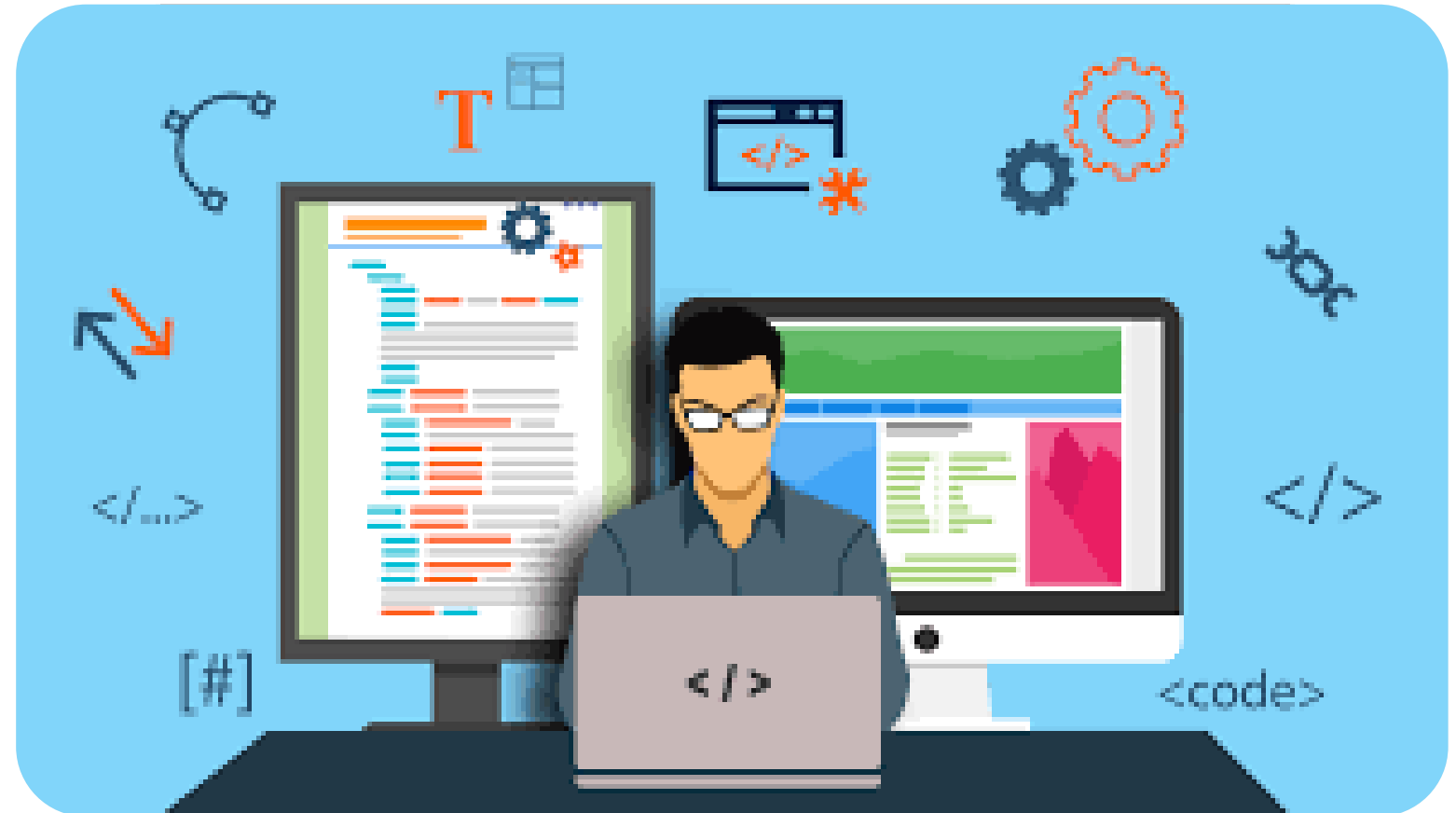
- Why websites are an integral part of a business' marketing strategy
- How to create an interactive and responsive website using modern programming language.
- The different resources needed for website publication



A website's functionality relies on:

- Frontend programming
- Backend programming

Both sides need to communicate and operate effectively with the other as a single unit.



### The Front End

It includes everything the user experiences directly:

- Text
- Colors
- Buttons and images
- Navigation menus.



For front-end development students learned how to utilized:

- HTML5
- CSS3
- JavaScript
- Front-end Libraries such as Bootstrap 3



### The Back End

The backend is what you don't see. It's responsible for:

- Storing data
- Organizing data
- Ensuring the front end is functional





## Training Programs

### Web Development – Open-source Libraries and Web Builders



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Students learned how to utilize and manipulate Open-Source Libraries and Web Builders to speed up the process.

Examples:

- Bootstrap 3
- Wix
- WordPress
- SquareSpace

Student Learned important aspects that increase traffic and secure information on a business websites such as:

- Search Engine Optimization (SEO)
- Monetizing a site
- SSL Certificate





# Student Designed Websites



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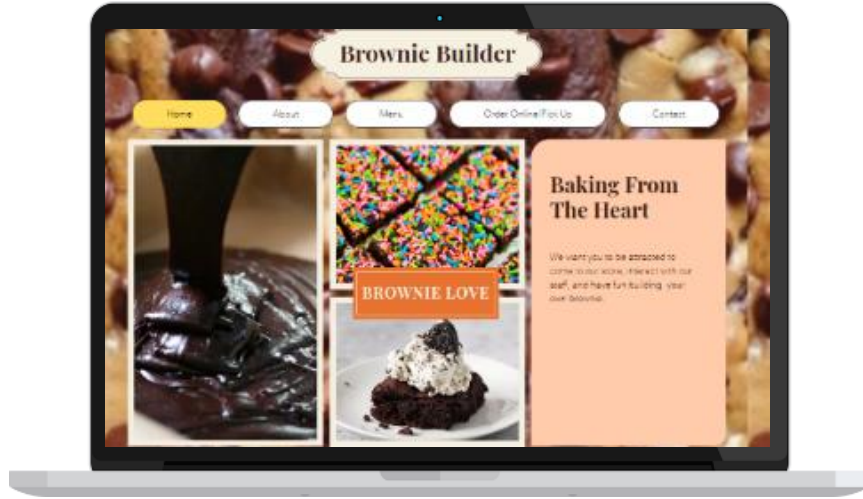
Small Business Consulting Practice



# Student Designed Websites



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For small businesses to grow, it is essential to have a Social Media presence and a well thought out Marketing plan.

Our Digital Marketing training is an intensive 4-week course that gives students the knowledge needed to develop a marketing strategy and reach their audience via Social Media.







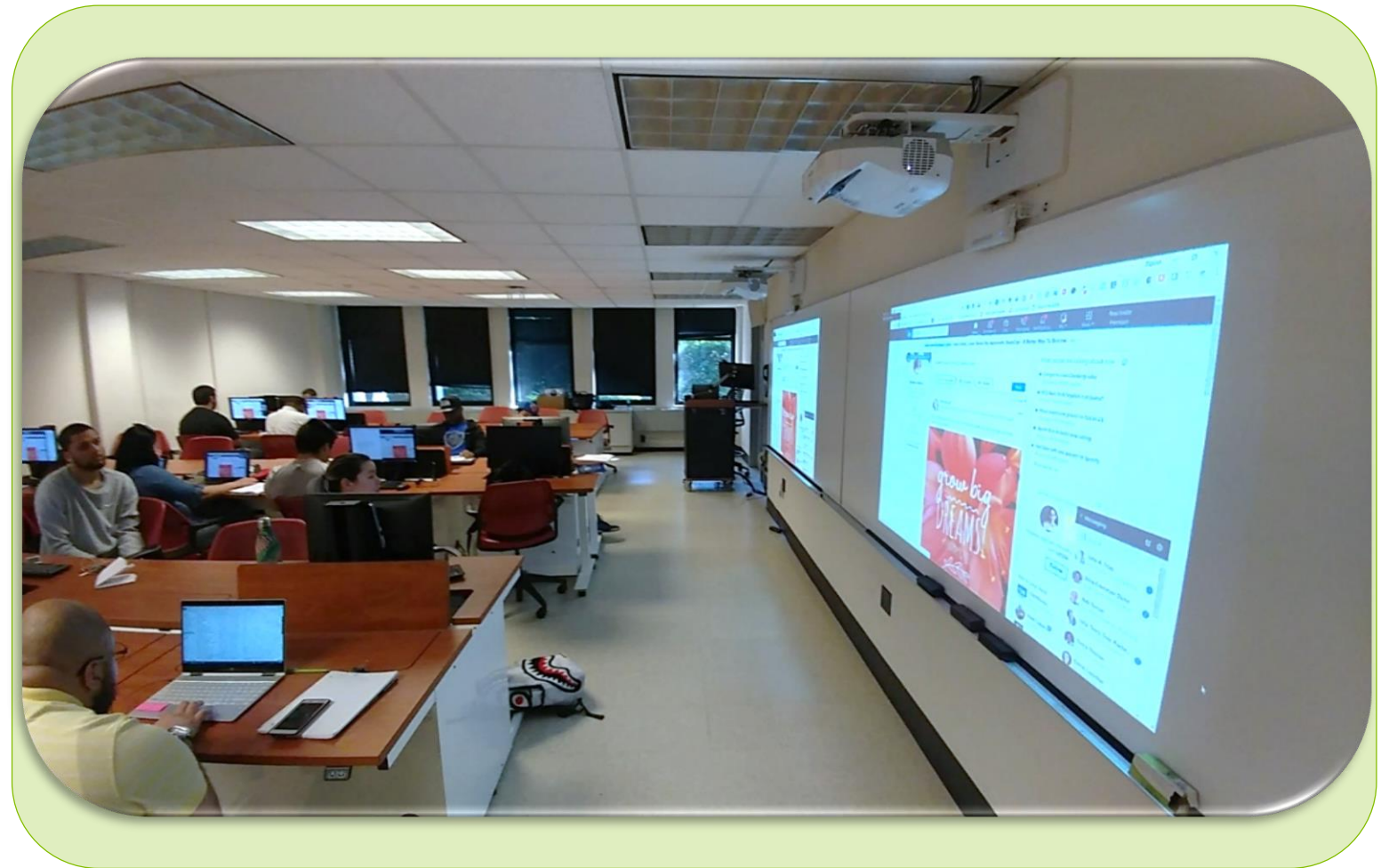
### Students Learned

- Define their target markets
- How to Create a customer profile
- Imagine the Consumers Journey
- Understand the Conversion Funnel
- The metrics Social Media platforms use to track success

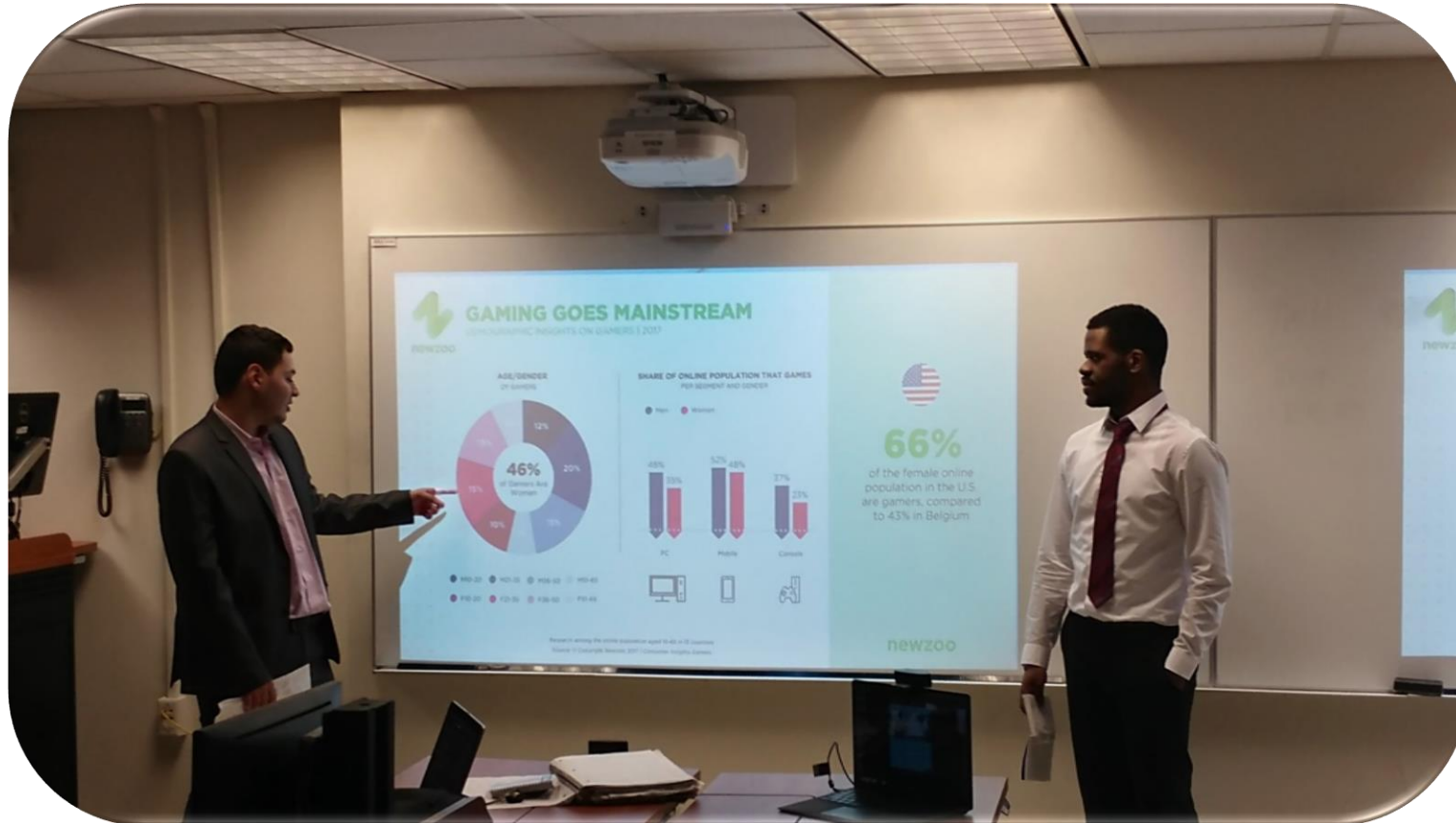


### Students

- Performed market research according to their target markets
- Selected platforms that coincided with their “niche”
- Learned the process of establishing social media business pages
- Designed social media campaigns







Students then presented the results of their research.

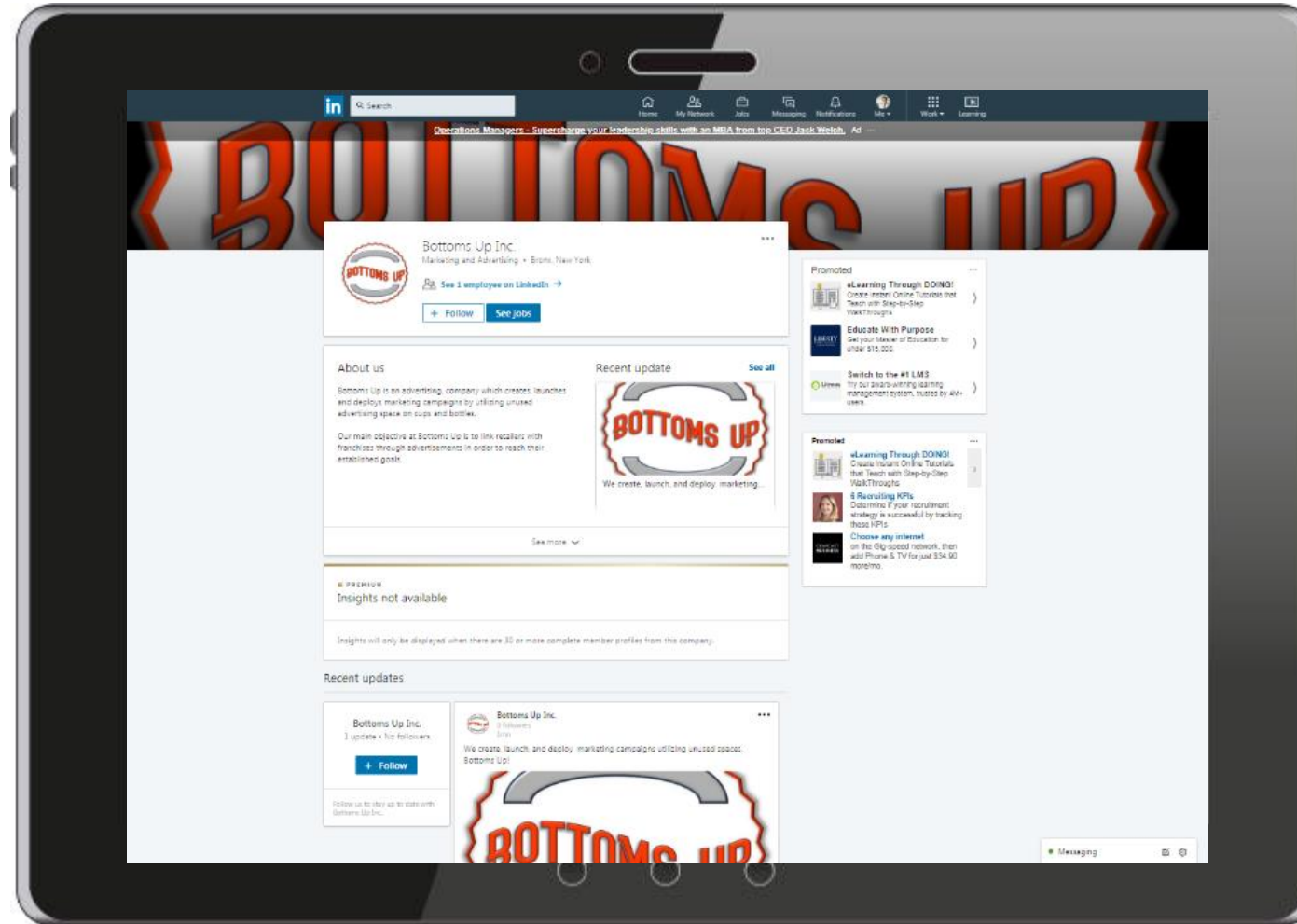
They showed their:

- Marketing budget
- Target audience
- Social media platform they chose and why
- Completed social media page

# Bottoms Up Advertising – LinkedIn Page

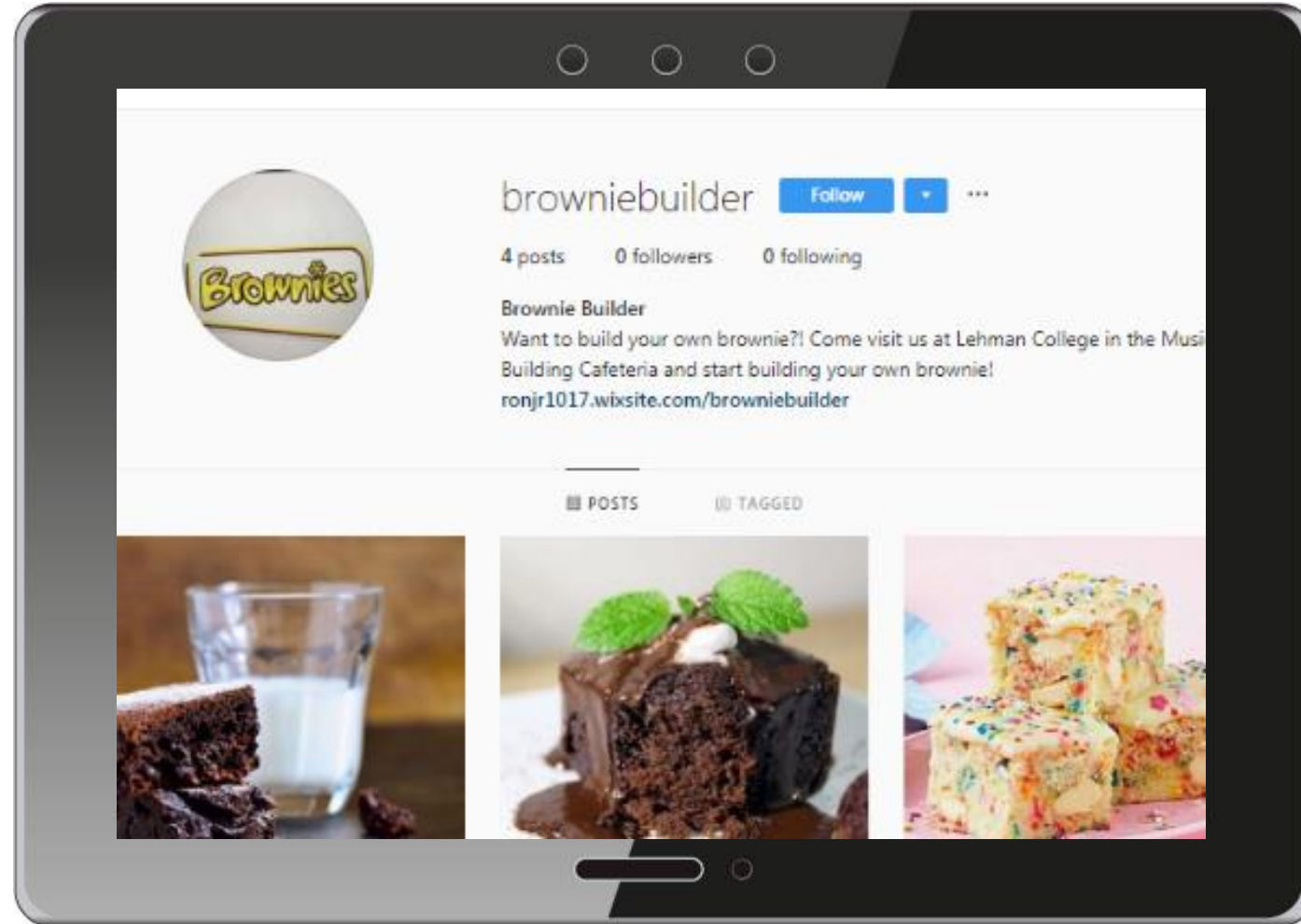


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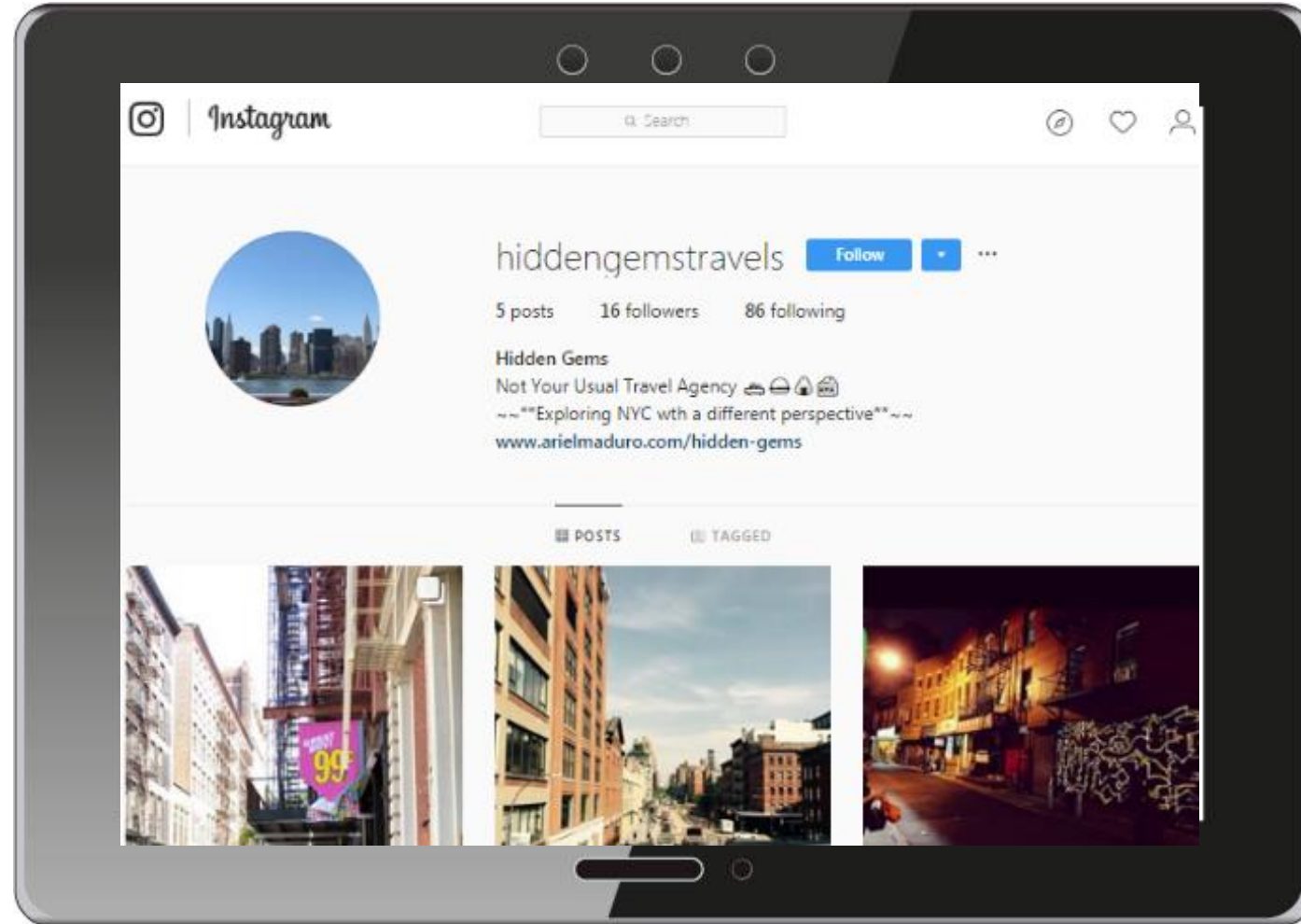




# Hidden Gems Travels – Instagram Page



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For small businesses to grow, it is essential to get funding from banks. To do so, they must have a viable business plan along with financial models to prove the business is profitable.

Our financial projections training is an intensive 4-week course that gives students the knowledge needed to develop a business model and project the profits for that model over an extended period of time.

A composite image showing hands interacting with a smartphone and a laptop keyboard, overlaid with a white banner containing the title.

# Financial Projections



### Students learned:

- How to develop a sound business plan
- Research industry standards
- Estimate start up costs
- Calculate cost of operations



#### Students Created:

- Their own case studies for their business venture
- A profit model for their business
- An estimate of the cost of operations using industry standards
- Detailed financial projections for the business



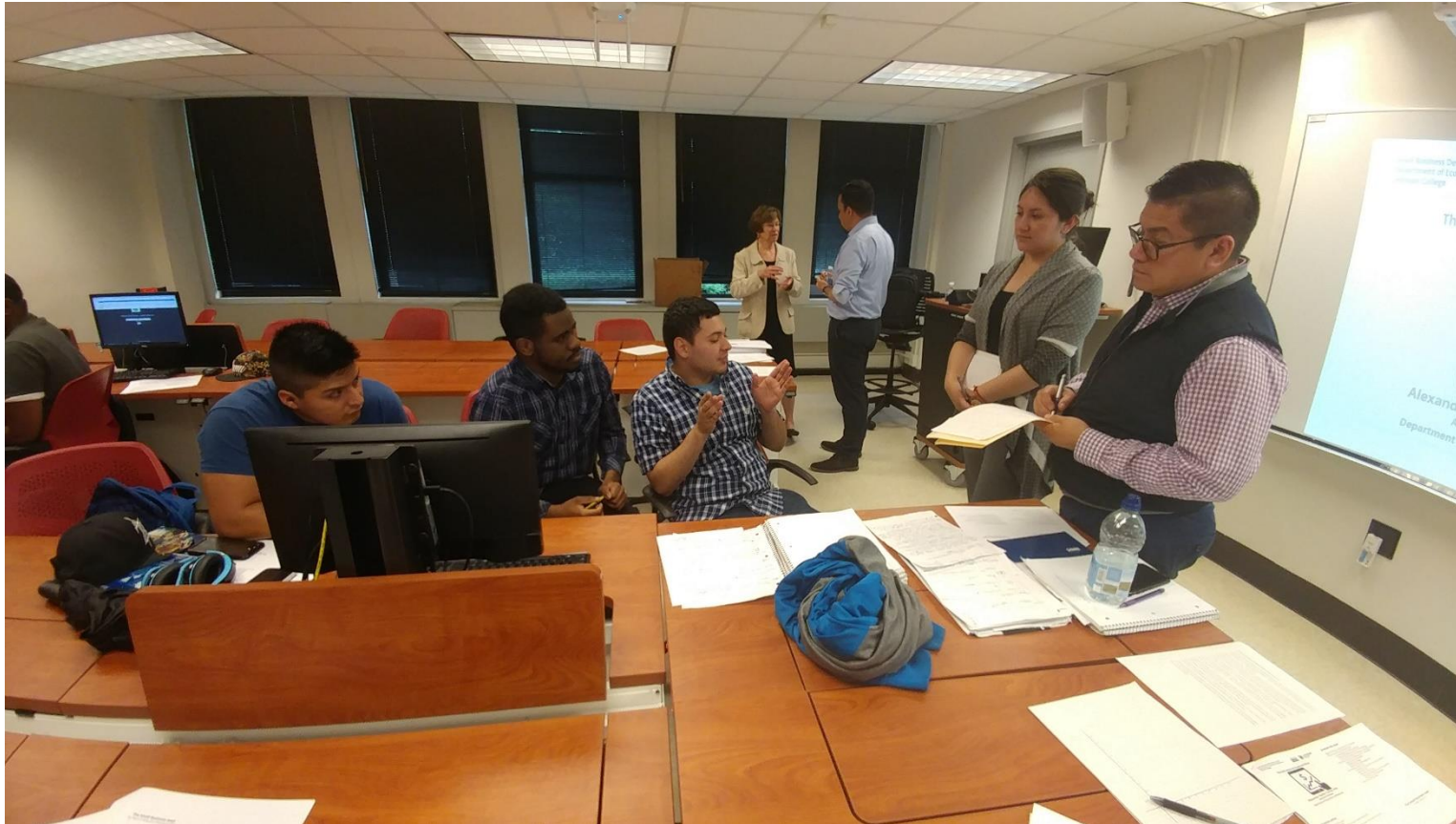


## Training Programs

### Business Plans and Financial projections



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#### Students

- Pitched their projections to SBDC advisors
- Received feedback regarding the strengths and weaknesses of their projections
- Made revisions to their projections based on the feedback

#### Students

- Made their final presentations to a panel of imaginary investors.
- Received feedback from instructors and from peers.





### Students learned:

- How to legally establish a business
- The differences between the types of Business Entities such as:
  - LLC
  - Sole Proprietor
  - Partnership





### Students were placed with a variety of businesses:

- In a variety of industries
- With different needs
- Allowing for a variety of experiences

All of the clients were local small businesses, in our communities, in the process of expanding.



# Vivid Imagination



**Founder:** Branden Baskin

**Establish:** 2015

**Products:** After-school digital education program k-12

**Client Base:** DOE, NYC Public Schools/Charters

## Clients

# Vivid Imagination



A program that supports the schools' goals by developing and improving skills in STEM.



Other services: Teaching students how to create and maintain digital content (I.E Music, Videos, Social Media, Virtual Reality)



Social Services: They aim to help our students develop strong relationships with their facilitators, school, friends and other people around them



College readiness: Give students in at risk schools the tools they need to enter university with a plan





# Vivid Imagination



## Intern Impact

- Vivid Imaginations was able to get a clearer picture of who their competitors are in the market of VR education platforms and see their competitive edge. They are now moving forward with development of a Ed Tech platform that will be submitted for a competition that is sponsored by Verizon.
- With their website optimized for searches and the use of "Buffer" to manage their Social Media accounts across all platforms, they are now seeing increased traffic to their website.
- With their Financial Analysis report, the company can now create a pay structure for future employees, apply for financing through business lending services such as NewTek and Accion, and apply for more DOE Certifications



# Commit To Green



COMMIT TO GREEN™

**Founder:** Shien-ru Tsao

**Establish:** 2016

**Products:** 15 styles of biodegradable plastic trash bags

**Client Base:** Resellers, Wholesalers, Custom Orders

**Need:** Sales forecast in order to secure a loan or line of credit.

# Commit To Green



Founding Principals: Founded on the idea that smart designs, effectively applied to the right medium, can save our environment



Produces plastic shopping/trash bags that biodegrade in 180 days



Other services: Produces clothing with messages that raise environmental awareness in our communities



Social consciousness: Commit To Green aims to help educate consumers on the importance of responsible waste management that greens our garbage and keeps our landfills' growth in check







# Commit To Green



## Intern Impact

- With a comprehensive pricing matrix, commit to green has made pricing their product simpler. They have hired a 3rd party a sales company to push their products across the country and increase their revenue stream.
- After putting together the projections for Commit to green, we advised the owner that she would qualify for a line of credit due to the erratic nature of her customers orders. The recommendation made by the intern was to make orders more consistent by setting up a regular ordering schedule.



# MARCANO CLEANING

**Founder:** Jessica Marcano

**Establish:** 2017

**Service:** Cleaning service

**Client Base:** Residential, Pre and Post construction, Airbnb and Retail

**Need:** developing negotiation strategies, creating competitive pricing models, increasing client base, controlling cost, establishing a website



MARCANO CLEANING



# MARCANO CLEANING

## Intern Impact

With the new pricing matrix Roman and Roman learned that some of their current contracts were in fact net losses to the companies income statement. Now they can see which contracts are profitable and which are not.

A handwritten signature in red ink, appearing to be 'M. C.', positioned above the company name.

MARCANO CLEANING





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# Dia Life Coaching

**Founder:** Janine Duke

**Establish:** 2015

**Products:** Personal life coaching and mentorship

**Client Base:** Single Mothers, Individuals trying to put their life together

**Need:** Marketing development, Increase in client base, Connections for live speaking engagements.



DIA *life* Coaching™





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# Dia Life Coaching

## Intern Impact

Janine has credited our interns with pushing her to stay on top of her business. The students revamped her website to be more in line with her and her services. They also created a targeted social media campaign with motivational quotes. The interns also began to connect with local community colleges in order to see if there were events for Janine to speak to the students. All this has gotten her business much more exposure.



DIA *life* Coaching™



# BUY-ME-PAL



**Founder:** Albert Abreu

**Establish:** 2016

**Products:** Overstock/Clearance electronics

**Client Base:** Online electronics consumers (sales done over eBay, craigslist, etc)

**Need:** Marketing development

# BUY-ME-PAL



## Intern Impact

Developed a new business model around the procurement and sale of used books. The idea was to create a system that would connect students with a book they wanted to sell with students who wanted to buy that book and charge a finders fee. The new business model will be put in to practice this fall.





# Lewis and Kirk Music

**Founder:** Ronnie Guerra

**Establish:** 2014

**Products:** Live performances, Music Festivals, Music production firm

**Client Base:** Performance spaces through our the tri-state (ex. Martha's Vineyard)

**Need:** Assistance promoting large event via Social Media





# Lewis and Kirk Music

## Intern Impact

- Manage social media content for events

Assisted in the successful promotion the Martha's Vineyard Jazz festival run by the organization





# Brooklyn Flavors



**Founder:** Sophia Sylvester

**Establish:** 2007

**Products:** Organic home-made soaps, oils and skin products

**Needs:** Marketing products and increasing traffic to E-commerce website

**Client Base:** Women looking for organic soaps and skin products



# Brooklyn Flavors



## Intern Impact

- Design with new photos of products and better messaging
- Revamp Brooklyn Flavors social media marketing

Brooklyn Flavors has seen slightly increased traffic since implementing the new strategy





# GCS Building Supplies



**Founder:** Garth Sylvester

**Establish:** 2016

**Products:** General Contracting, wholesale building materials and products

**Needs:** Assistance with developing an e-commerce website in order to sell building materials to contractors

**Client Base:** NYCHA Construction Contracts (\$1.8 million), other construction companies



# GCS Building Supplies



## Intern Impact

- Develop a e-commerce website using the Shopify platform
- Garth now has a reliable site where his contractor clients can go to order building materials



# Maduro Web Solutions



**Maduro**  
**Web Solutions**

**Founder:** Ariel Maduro

**Establish:** Pre-launch

**Service:** Website design services

**Client Base:** Health Care professional, specifically Spanish/English bilingual providers.

**Need:** developing a client base, assistance marketing his services



# Maduro Web Solutions



**Maduro**  
Web Solutions

## Intern Impact

- Developed a target market
- Developed a pricing model

Through the advice of an SBCP intern, Ariel now has a sound business strategy as well as a pricing matrix that clearly shows what services he offers and their costs.





# Community Expansion Fund

A blue square with a white border containing the text 'COMMUNITY EXPANSION FUND' in white, all-caps, sans-serif font.

COMMUNITY  
EXPANSION FUND

**Founder:** Luis Taveras

**Establish:** Pre-Launch

**Products:** Microlending to Vendors/ Small Businesses within Bronx

**Client Base:** Minority/Female Business owners

**Need:** Proof of concept



# Proposed Business Structure



A LOAN IS SPLIT  
AMONGST 5 FEMALE  
BUSINESS OWNERS



EACH BUSINESS  
OWNERS ARE  
RESPONSIBLE FOR  
REPAYING THEIR  
PART OF THE LOAN  
MONTHLY.



REPAYMENT OF  
PRINCIPAL +  
INTEREST MONTHLY.



AVERAGE  
REPAYMENT IS \$80



IF ONE BUSINESS OWNER DOESN'T  
PAY, THE REMAINING MEMBERS  
OF THE GROUP IS RESPONSIBLE  
FOR PAYING THEIR PORTION.



COMMUNITY  
EXPANSION FUND



# Funding

COMMUNITY  
EXPANSION FUND

## Intern Impact

- Research Proof of concept and barriers of entry Luis is now making presentations to potential investors to launch this venture

Luis is now making presentations to potential investors to launch this venture

# Muslim Community Report and Parkchester Times

**Publisher and founder:** Sheik Drammeh

**Established:**

**Products:** Local Publication in print and Online (Parkchester Times), and Online World News site (Muslim Community Report)

**Client base:** Local Islamic residents. Frequent media commentator for Islamic issues and African Affairs

**Need:** Revamp website, increase readership, develop social media content





# Muslim Community Report and Parkchester Times

Sheik Drammeh has begun to expand his readership in the Parkchester area of the Bronx. Our intern also sourced several professional Social Media Consultants for Mr. Drammeh. Mr. Drammeh is currently negotiating for their services.

<https://www.youtube.com/watch?v=evzqf2pFucY>

<http://bronx.news12.com/story/38419501/newspaper-aims-to-bring-parkchester-community-together>

