

Bronx Business Tech Center Incubator Report to the City Council for the period through June 30, 2020

The Lehman College School of Continuing and Professional Studies (SCPS) is pleased to submit this report on the outcomes of the FY20 Council funds to Create New Tech Incubators through June 30. There have been no changes in expenditures.

Programs		Impact	Overall individual impact	Budget	In-kind	
1	Business Incubation	Business support	19 BBTI clients	1,237	\$231,500.00	\$206,200.00
			464 SBDC clients			
		Workshops	755			
		Bronx Business Council	Bronx Borough			
		Verizon grant	Impact will be reported in FY 2021			
2	Small Business Consulting Practice, cohorts 3, 4		28 Students	62	\$105,974.80	\$56,000.00
			34 Businesses			
3	Virtual Reality Training Academy		2,115	2,115	–	\$200,000.00
4	Technology upgrade, scholarships/ subsidies and OTPS		–	–	\$92,525.20	–
5	Emsi licenses, business analytics management		Lehman College and CUNY on the Concourse	–	\$20,000.00	–
Total				3,414	\$450,000.00	\$462,200.00

The Tech Center has continued to support economic development in the Bronx, in general, and its incubator clients, in particular, in a variety of innovative ways since lockdown.

Achievements

The Tech Center:

- Created the Bronx Business Council (BBC);
- Convened meetings of the Bronx Business Council to share information and good practice and ensure that there are no gaps in services or unnecessary duplication (Bronx Business Council agencies and sample meeting agenda, Appendix 1);
- Created a shared web site and calendar for the Bronx Business Council
<https://techincubatorevents.lehman.edu/event>;
- Began a weekly newsletter (Appendix 2)
- Supported 19 businesses in the Tech Center incubator

With the advent of lockdown on March 13, the incubator clients could no longer access the space at CUNY on the Concourse and all communication was remote: by phone, email or video conference. After that date the businesses were not charged rent but they continued to receive services remotely. An initial report and a supplementary report (Appendix 3) were sent to the City Council on April and May, 2020 regarding the financial health of the businesses and how they were managing. An updated version giving the current status of each business is attached (Appendix 4).

Incubator Client Interview Findings

Overall the Tech Center businesses are doing better than many Bronx small businesses and are mostly managing to keep solvent. Although some have scaled back their activities, some have applied for loans and financing, a few have expanded.

It is notable that those Tech Center businesses that have stayed operational was because they were already technologically savvy. Communicating effectively remotely was not something they needed to learn and their digital fluency has clearly been a huge advantage. The two community-based organizations serving veterans (one with legal services and the other with social services and referrals) have both continued to meet their clients' needs and seem financially quite stable. Clients expressed appreciation for the weekly newsletter, have acted on the information and shared the newsletter widely with colleagues and friends.

It's the nature of small businesses to change their business model and pivot to new opportunities. This was particularly necessary as a result of the lockdown necessitated by the pandemic. For example, one business was mostly using the Tech Center for in-person events and training and this could not continue. The owner of another business decided to take a full-time job and continue the business on the side and a third decided not to give up his day job.

We were unable to contact 3 of the 19 businesses. Of the 16 we were able to contact two said the businesses was on hold. Several noted that there had been a decrease in activity and that clients were being extra careful about making financial commitments. Several incubator clients expressed anxiety about money and the future. However, other incubator clients are acquiring new clients and expanding their businesses.

The Small Business Consulting Practice completed its fourth cohort and successfully transitioned online, eventually serving 14 local small businesses (Appendix 5).

Bronx Business Tech Incubator (Tech Center): Next Steps

No one anticipated that the city in general and the City University in particular would be locked down for such a long time and in anticipation of continued caution about in-person events and meetings, the Tech Center plans the following remote events specifically for the incubator clients:

1. Procurement with CUNY

MWBE businesses should comprise 30% of The City University's vendors and we will host an event for the Tech Center businesses to introduce themselves to CUNY/Lehman College procurement staff to understand more about the processes for acquiring contracts or provide to CUNY.

2. Funders' meeting

City funders (e.g., EDC, SBS, etc.) will meet with the incubator clients to find out more about the goods and service they provide and how these can be expanded through grants and loans.

3. Tech Incubator Client Meet Ups

This will be an opportunity for the businesses to meet up with each other, share best practices and lessons learned, with a view to becoming each other's clients if appropriate. This sort of information was readily shared before COTC was closed but has not been possible since mid-March.

These will meet the expressed needs for community and communication. The Tech Center is especially valued by the businesses for the opportunity for networking, for participating in panels and events, for the exchange of ideas and best practices and for camaraderie.

Thanks to the city council funding for the Bronx Business Tech Center the use of technology has enabled most of the incubator businesses to maintain their businesses, pivot to new opportunities and in some cases expand in this most difficult economic climate.

Note on Appendixes

In addition to the appendixes listed in this report a concept paper for technology support is included, outlining how schools, businesses and the community could be supported through a remote service which would follow the 311 nyc.gov model and answer technology related questions.

Jane MacKillop, Ph.D., Dean, School of Continuing and Professional Studies

Samira Bahrami, Director, CUNY on the Concourse



SCHOOL OF CONTINUING
AND PROFESSIONAL STUDIES

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250 Bedford Park Blvd West
Bronx, NY 10468

Phone: 718-960-8512
Fax: 718-960-8727
www.lehman.edu/scps

List of Appendixes:

Appendix 1- Bronx Business Council partner list and sample meeting agenda

Appendix 2- BBTI Newsletters May-August

Appendix 3- Supplementary Report to the City Council May 2020

Appendix 4- Bronx Business Tech Incubator monthly report

Appendix 5- Small Business Consulting Practice Final Report

Appendix 6- Hotline 111 – A Technology Support Concept Paper

Bronx Business Council Roundtable
February 26, 2020, 3:00pm – 5:00pm
CUNY on the Concourse

Agenda

1. Welcome and Introductions
2. Review of the previous minutes and matters arising
3. Presentation of Collaborative Calendar Tool by Tamecca Seril, CEO Element 9
4. Special guest Karen Bhatia, Sr. VP, NYC Economic Development Corporation
5. Discussion
6. Next Steps
7. Any other business
8. Date of Next Meeting

Partner's Name	Partner's Organization	Email
Nancy Carin	BOC - Executive Director	ncarin@bocnet.org
Roxanne Neilson	BOC - Minority Business Development Agency Center NYC (BOC Network)	rneilson@bocnet.org
John Frias	BOC - Minority Business Program Manager, Business Outreach Center Network, Inc.	jfrias@bocnet.org
Marlene Cintron	BOEDC - Bronx Overall Development Corp	mcintron@boedc.org
Sashee Rivera	Bronx Chamber of Commerce	shashee@bronxchamber.org
Lisa Sorin	Bronx Chamber Of Commerce	Lisa@bronxchamber.org
Lisa-Marie Pierre	Bronx Community College	Lisa-Marie.Pierre@bcc.cuny.edu
Orlando Lopez	Bronx Community College	orlando.lopez@bcc.cuny.edu
Samira Bahrami	CUNY on the Concourse Campus	samira.bahrami@lehman.cuny.edu
Daniel Bernstein	Fordham Road Business Improvement District BID	dbernstein@fordhamroadbid.org
Wilma Alonso	Fordham Road Business Improvement District BID	walonso@fordhamroadbid.org
Evelyn Fernandez-Ketchum	Hostos Community College	EFERNANDEZ-KETCHAM@hostos.cuny.edu
Natalie Williams-Grant	NYC Business Solutions	nwilliams@nycbusiness-solutions.com
Jane MacKillop	School of Continuing and Professional Studies, Lehman College	Jane.Mackillop@lehman.cuny.edu
Clarence Stanley	Small Business Development Center	clarence.stanley@lehman.cuny.edu
Christophe Le Gorju	SoBro - Industrial Development Zone	clegorju@sobro.org
Evangeline Gelladola	SoBro - South Bronx Overall Development Corp.	egelladola@sobro.org
Lourdes Zapata	SoBro - South Bronx Overall Development Corp.	lzapata@sobro.org
Damaris Bergas	Women's Business Resource Center (SBA Program)	dbergas@bocnet.org
Kim Kendall	Workforce Education Program, Lehman College	Kimberly.Kendall@lehman.cuny.edu

Monthly news & updates

Bronx Business Tech Incubator

May 2020 | Issue 1

The **Bronx Business Tech Incubator (BBTI)** along with the **Small Business Development Center (SBDC)** at Lehman College work intensely to support businesses in the county of the Bronx especially during unpredictable situations such as the one we are going through with COVID-19.

The mission of BBTI is to help startup companies and entrepreneurs to build successful companies, which in turn creates more job opportunities and drives new innovation and technology development in the Bronx.

The mission of SBDC is to provide customized solutions through advisement, education, research and advocacy for Entrepreneurs, Innovators and the Small & Medium Enterprise community.

Check out information about free webinars that will help your business as well as resources about funding and more!

Upcoming Events

Check out the next SCORE free webinar
[Register Here](#)

Information About Funding

Link to [West Side Small Business Grants \(WSSBG\)](#)

Link to the [standard loan programs at Pursuit Lending](#)

Link to [Verizon Small Business Recovery Fund](#) - Application opens on May 14

Link to [Sam's Club Small Business Grant Application](#) - Application opens on May 14



Other Resources:

Link to other events with [U.S. Small Business Administration](#)

Link to [SBDC COVID-19 Small Business Resources](#)

Monthly news & updates

Bronx Business Tech Incubator

May 2020 | Issue 2

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The purpose of this newsletter is to share with you information about free events that will help your business as well as resources about funding and more! ***Check them out!***

Upcoming Events

The *BOC Women's Business Center* is hosting two free virtual workshops.
Managing Cash Flow During Emergencie s
- May 21
GOT my PPP - Now what? - May 28

Check out the next *SCORE* free webinar.
Small Business Emergency Survival!
Register Here - May 22

If you run an established business with revenues in the \$2+ million range, you can benefit from this free webinar. **Meet the SCORE Advisory Board Service. Register Here** - May 27

Register now for the ONLINE International Franchise Expo! - May 28 - 30



Information About Funding

PPP Forgiveness Application released **-More details**

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Notice Inviting Applications (NIA) for the FY 2020 Education Stabilization Fund - Reimagining Workforce Preparation (ESF-RWP) Discretionary Grants Program by Department of Education.
Click here for more info

New York Forward Loan Fund (NYFLF) is a new economic recovery loan program aimed at supporting New York State small businesses, nonprofits and small landlords as they reopen after the COVID-19 outbreak and NYS on PAUSE.

Pre-applications are now open at **www.nyloanfund.com** and will be on a rolling basis thereafter as regions and industries reopen.

See New York Forward Loan Fund - **presentation here.**



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-More details

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June 2020 | Issue 1

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Helpful Information

[NY Forward – Reopening New York State](#)

This contains up-to-date and detailed actionable information regarding when you can open your business and restrictions, if any, on how you conduct your business.

Are you getting ready to reopen? [Click here](#) to see the fillable form of NYS Re-Opening Plan

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Information About Funding (cont.)

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Upcoming Events

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The Business Outreach Center Network - Women's Business Centers is hosting valuable webinars:

- June 9 at 6pm- **Tips for Surviving and then Thriving Through this Crisis**

SCORE is also having a free webinar.

- June 10 at 2pm - **Digital Conversations – Tools & Tips to Succeed in the New Normal**

See more free webinars facilitated by Third Avenue Business Improvement District in partnership with many important organizations.

- June 9 at 9am - **Reopening Your Business Post COVID-19**
- June 12 at 9am - **The New York Forward Loan Fund: Overview & Q&A**

Join the Small Business Lunchcast! There are weekly discussions and Q/A sessions with financial and legal experts covering key information on a variety of issues to help support your business during the COVID-19 pandemic and recovery efforts. **See more details and how to register!**

Link to other free events with U.S. Small Business Administration.

- June 9 at 10am - **Access to Capital: How to Get Capital for Your Business**
- June 10 - 9:30am - **Business Plan Writing in Eight Steps**

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Industry Guidance and Reopening - Phase 1

For help determining whether or not your business is eligible to reopen, use the reopen lookup tool **here**.

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The Business Outreach Center Network - Women's Business Centers is hosting valuable webinars:

- June 30th at 10:00 am, **Steps to be Safe During COVID-19 for Businesses in Professional Services**
- June 18 at 6pm - **BOC Women Business Owner's New Peer Support Groups Information Session**

Join the Small Business Lunchcast! There are weekly discussions and Q/A sessions with financial and legal experts covering key information on a variety of issues to help support your business during the COVID-19 pandemic and recovery efforts. **See more details and how to register!**

Link to other free events with U.S. Small Business Administration - **click here**

June 24, 10am - SCORE workshop, **Cyber Security, The Four Corners!** - **click here**

Helpful Information

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Information About Funding (cont.)

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[FedEx Small Business Grant Program](#) - Application is open NOW

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Upcoming Events

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The Business Outreach Center Network - Women's Business Centers is hosting valuable webinars:

- June 30th at 10:00 am, [Steps to be Safe During COVID- 19 for Businesses in Professional Services](#)
- July 7 at 10:00 am, [Steps to be Safe During COVID- 19 for Businesses in Construction Services](#)
- July 7 at 6:00 pm, [Rebuilding from Strength](#)

Join the Small Business Lunchcast! There are weekly discussions and Q/A sessions with financial and legal experts covering key information on a variety of issues to help support your business during the COVID-19 pandemic and recovery efforts. [See more details and how to register!](#)

Link to other free events with U.S. Small Business Administration - [click here](#)

Helpful Information

Beginning June 22, NYC businesses in Phase 2 begin to reopen. See the [NYC Reopening Guide](#) for more details and industry-specific guidelines.

[NY Forward – Reopening New York State](#)

This contains up-to-date and detailed actionable information regarding when you can open your business and restrictions, if any, on how you conduct your business.

[Industry Guidance and Reopening - Phase 2](#)

For help determining whether or not your business is eligible to reopen, use the reopen lookup tool [here](#).

Information About Funding

The SBA announced June 15 that EIDL applications would reopen. Apply directly to the SBA; application [here](#).

PPP Forgiveness Application released -[More details](#)
PPP Applications Close June 30. Check the Score website for a list of [online lenders](#).

[Link to the Paycheck Protection Program Application at Pursuit Lending](#). Application must be completed by June 25 to be processed by June 30!

New grant opportunities available for minority business through the **Hennessy Unfinished Business Initiative** [Click here](#). Completed forms will be processed in the order they are received.

Information About Funding (cont.)

New York Forward Loan Fund (NYFLF) is a new economic recovery loan program aimed at supporting New York State small businesses, nonprofits and small landlords as they reopen after the COVID-19 outbreak and NYS on PAUSE. Pre-applications open now for regions and industries that have been reopened. To apply and learn more, visit www.nyloanfund.com. See our flyer [here!](#)

Other Resources:

Link to - [Unemployment benefits during COVID-19](#)

SCORE's most updated online resources at [Coronavirus Funding Support for NYC](#).

Small Business Resilience Training: [Industry Resources](#)

Link to [SBDC COVID-19 Small Business Resources](#)

Check NYC/EDC and **COVID-19 Business Relief Resources**

Help for the Bronx, COVID-19 has hit the Bronx, hard. But there's help. [Check this out!](#)

Free Mask Distribution on June 25 from 10:00 am - 12:00 pm. Please RSVP [here](#) and bring a business card!

Resources from **Bronx Community College** to help the local Bronx community:

- a listing of companies that are hiring right now - [here](#)
- resources to help individuals and businesses disrupted by COVID-19 - [here](#)
- free online courses on a range of topics - [here](#)
- **Ascend NYC website** has launched and businesses can inquire about joining the program.



Monthly news & updates

Bronx Business Tech Incubator

July 2020 | Issue 1

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Upcoming Events

New York's SBDC provides business training to startups, entrepreneurs and small business owners across New York State. [Click here](#) for more information.

SCORE free webinar *today*, July 1 at 2pm!
[Email Marketing Essentials](#)

The Business Outreach Center Network - Women's Business Centers is hosting valuable *free* webinars:

- July 6 & 8 at 10:00 am [Build a Website for your Business](#)
- Julio 6 & 8 at 6:30 pm [Construya su propio sitio web para su negocio](#)
- July 7 at 10:00 am [Steps to be Safe During COVID-19 for Businesses in Construction Services](#)
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Link to other free events with U.S. Small Business Administration - [click here](#)

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Check the Score website for a list of [Additional PPP Funding Lenders](#)

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SCORE free webinars:

- July 8 at 2pm! [Digital Advertising Download](#)
- July 16 at 11am - [COVID-19 Recovery Marketing: What's Changed, What Hasn't](#)

The Business Outreach Center Network - Women's Business Centers is hosting valuable *free* webinars:

- July 6 & 8 at 10:00 am, [Build a Website for your Business](#)
- Julio 6 & 8 at 6:30 pm, [Construya su propio sitio web para su negocio](#)
- Martes & Jueves de Julio. [Seminario Web Educación Financiera](#)
- July 14 at 10:00 am, [Rebuilding from Strength](#)
- August 14 - TECH Day -Founder Summit. A brand-new, founder-focused digital conference for entrepreneurs & the companies that support them. [Apply to attend here](#)

Link to other free events with U.S. Small Business Administration - [click here](#)

Information About Funding

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PPP Application Deadline Extended
On Friday, President Trump signed the congressionally-approved extension for PPP applications. The new deadline is now August 8 - [Apply here](#)
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Link to [SBDC COVID-19 Small Business Resources](#)

Check NYC/EDC and [COVID-19 Business Relief Resources](#)

Help for the Bronx, COVID-19 has hit the Bronx, hard. But there's help. [Check this out!](#)

Free Mask Distribution on June 25 from 10:00 am - 12:00 pm. Please RSVP [here](#) and bring a business card!

Resources from **Bronx Community College** to help the local Bronx community:

- a listing of companies that are hiring right now - [here](#)
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- [Ascend NYC website](#) has launched and businesses can inquire about joining the program.



Helpful Information

NY Forward – New York City *Phase Three* Industries. The guidelines below apply to non-essential businesses in New York City that will be permitted to reopen.

NYC Phase 3 Reopening
On July 6, NYC enters Phase 3 reopening. Businesses that may now reopen include personal care services such as tattoo and piercing parlors, appearance enhancement practices, massage therapy practices, spas, cosmetology salons, nail salons, tanning salons, and waxing salons. NYC has issued [guidelines for personal-care services](#); NY State has [guidelines for hair salons and barber shops](#).



Monthly news & updates

Bronx Business Tech Incubator

July 2020 | Issue 3

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Upcoming Events

New York's SBDC provides business training to startups, entrepreneurs and small business owners across New York State. **Click here** for more information.

The Business Outreach Center Network - Women's Business Centers is hosting valuable *free* webinars:

- Martes & Jueves de Julio. **Seminario Web Educación Financiera**
- July 14 at 10:00 am, **Rebuilding from Strength**
- July 16 at 6:00 pm, **BOC Women Business Owner's New Peer Support Groups Information Session**
- July 21 at 10:00 am, **Steps to be Safe During COVID-19 for Businesses in Restaurant Services**
- Wednesday, July 22 at 10am - Are the assumptions you made about your business, customer and sources of future revenues still valid will all the changes we have undergone in the last few months? **Reboot For The New Normal**

August 14 - TECH Day -Founder Summit. A brand-new, founder-focused digital conference for entrepreneurs & the companies that support them. **Apply to attend here**

Link to other free events with U.S. Small Business Administration - **click here**



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New Grant: Columbia-Harlem Small Business Development Center
The **Columbia Emergency Loan Fund** is a relief program for independently owned, locally managed storefront businesses above 96th Street with 50 or fewer employees.

PPP Application Deadline Extended
On Friday, President Trump signed the congressionally-approved extension for PPP applications. The new deadline is now August 8 - **Apply here**
Check the Score website for a list of **Additional PPP Funding Lenders**

New York Forward Loan Fund (NYFLF) is a new economic recovery loan program aimed at supporting New York State small businesses, nonprofits and small landlords as they reopen after the COVID-19 outbreak and NYS on PAUSE. Pre-applications open now for regions and industries that have been reopened. To apply and learn more, visit **www.nyloanfund.com**. See our flyer **here!**

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Success Stories through Covid-19

How Sew Happy Successfully Transitioned Through COVID-19
Kim Mulcahy started her business by teaching her adult friends how to sew. This was in 2012. One thing quickly led to another, and soon Mulcahy's company, Sew Happy, was providing sewing instruction as after school programming in area schools. **Read More!**

Monthly news & updates

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July 2020 | Issue 4

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- PPP/EIDL- Q&A Session - **July 30 at 6PM**
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Helpful Information

Negotiating Your Commercial Lease

NY's moratorium on commercial evictions is currently due to expire on August 20. Businesses who have not yet discussed renegotiating their lease should begin doing so; those who reached a temporary agreement should consider a longer-term arrangement. [More Info Here](#)

NY Forward – New York City *Phase Four* Industries. The guidelines below apply to non-essential businesses in New York City that will be permitted to reopen.

Governor Cuomo Announces New COVID Rental Assistance Program

The **COVID Rent Relief Program** will provide eligible households with a one-time rental subsidy that will be sent directly to the household's landlord. Applicants will not need to repay this assistance.

Bronx Business Tech Incubator | [Visit Us Here](#)

Small Business Development Center | [Visit Us Here](#)



Monthly news & updates

Bronx Business Tech Incubator

August 2020 | Issue 1

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Aug. 4 at 10AM
Aug. 5 at 6PM
 - Reboot! Webinar Series
Bookkeeping I - Aug. 4 at 2PM
Bookkeeping II - Aug. 6 at 2PM

August 14 - TECH Day -Founder Summit.
A brand-new, founder-focused digital conference for entrepreneurs & the

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Bronx Business Tech Incubator
Supplementary Report to the City Council May 2020

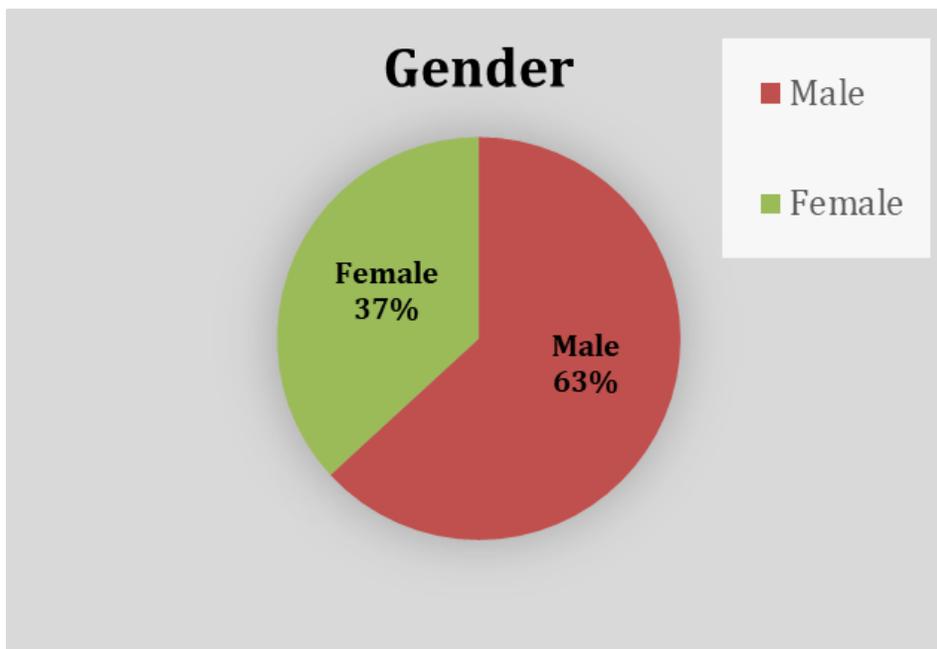
**CUNY-New York City Council-Funded Initiatives at the Technology
Incubator and Innovation Lab,
CUNY on the Concourse, Lehman College, CUNY**

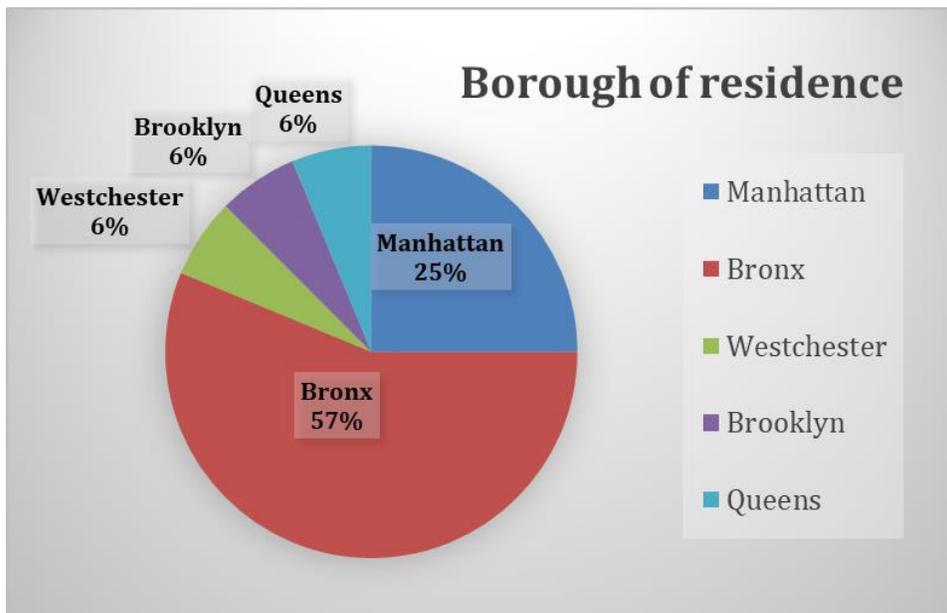


The School of Continuing and Professional Studies has decided to add this supplement to the City Council report of April 2020 in light of the impact of the coronavirus, Covid-19, on business in New York City and specifically on the Bronx. The Director of CUNY on the Concourse, Samira Bahrami, and the Dean of SCPS, Dr. Jane MacKillop, interviewed 16 of the 19 small business people, who are tenants in the Bronx Business Tech Incubator, to find out what they appreciated most about the Incubator and how the pandemic was affecting their businesses. An Excel spreadsheet summarizing the findings is attached. [BBTI progress report May2020](#)

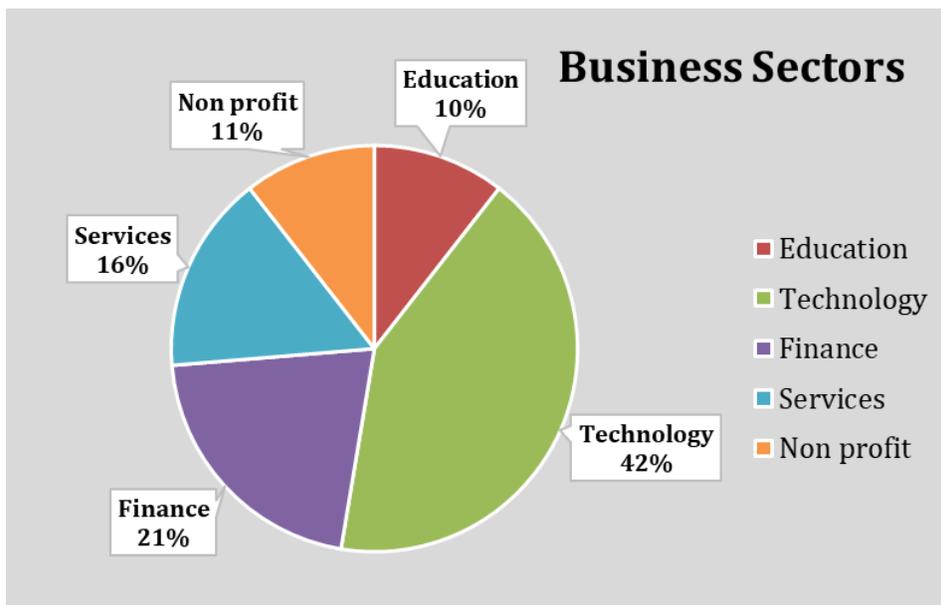
Incubator Businesses Overview

A snap-shot of the businesses shows that they are predominantly male-owned (12 out of 19 or 63%) and most of the owners live in the Bronx (57%), followed by Manhattan (25%).

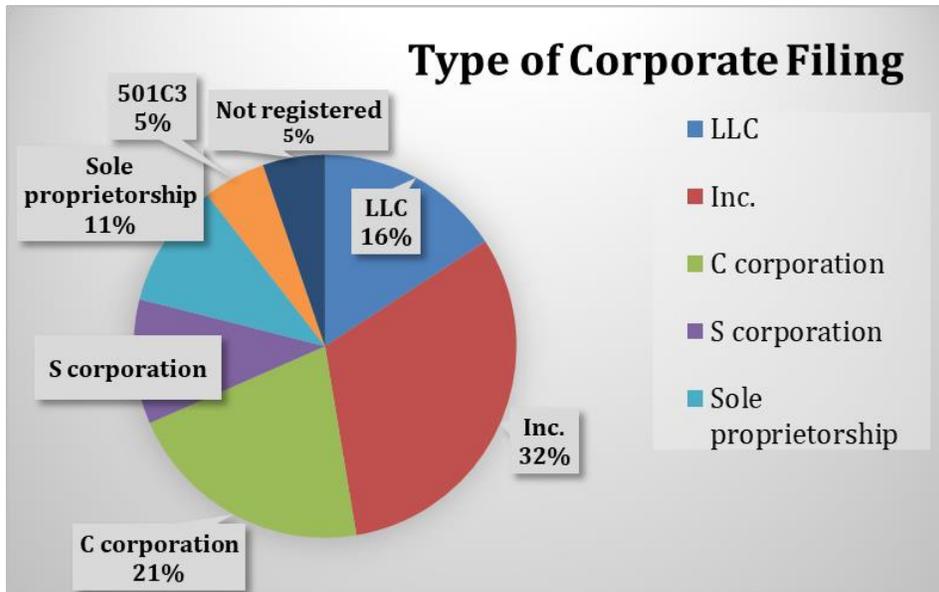




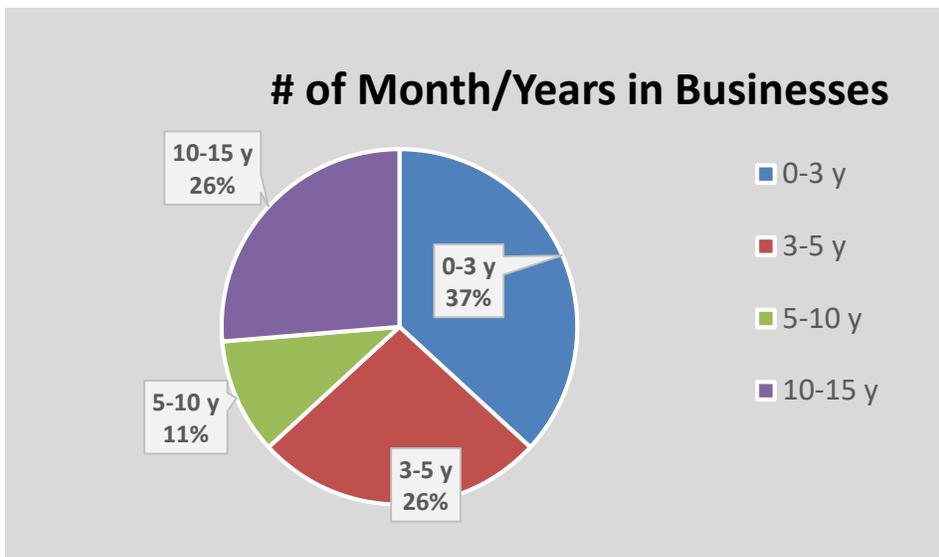
Their businesses are in five main sectors, predominantly technology, but also finance, education and various services. Two are non-profits. There is extensive overlap among the businesses' sectors. It is interesting to note the sophisticated use of IT, even in those businesses that are not technology focused.



The businesses are at various stages of growth, ranging from sole proprietorship to C or S Corporation to LLC to full incorporation. The non-profits are 501c.3s.



The businesses range in age from the newest, which has been at the incubator just a month to the oldest, which began in 2005.



The number of employees varies among the businesses; many of them hire contractors or specialists on an as-needed basis, others have part-time and full-time employees, or partners. They also act as mentors to the Small Business Consulting Practice interns, who work with them providing much needed assistance with social media marketing, accounting and research.

Bronx Business Tech Incubator

The small businesses are particularly appreciative of the resources of the Bronx Business Tech Incubator. They described the space as affordable, safe, accessible and convenient, as it is on the Grand Concourse close to main highways and subways. They referenced the facilities, such as the office space, the conference room, classrooms, and VR training lab as well as access to all that Lehman College offers on the campus. They mentioned the administrative services supplied by the COTC staff, support from SBDC in the form of counseling, and also meetings and workshops, such as those provided by SCORE. They described the synergies that exist among themselves and between them and the campus academic departments. They especially appreciated the NYU partnership and the technology events and conferences to which they have been invited or where they themselves have presented and which enable them to stay abreast of new ideas and resources.

"As clients of the Lehman College Bronx Business Tech Incubator space for the 2nd year, we have been able to have low cost subsidized affordable access to the ILab that has proven to be an invaluable resource for capacity building for our organization. As an emerging minority owned corporation, in operation since 2005, we are continuously looking for resources, in the form of funding and/or technical assistance, to help us grow more sustainably and profitably, until we can achieve a robust financial fiscal budget. Having low cost overhead is key for startups to be able to successfully operate without loss, until a sustainable revenue source is achieved. We are very grateful to be able to benefit from the NY City Council generous subsidy. As we are currently working to secure a new source of capital funding, and thus creating at least one full time or 2 part time staff positions, we are very confident that soon we will be able to afford an expanded physical desk space presence at the BBTI".

Obed Fulcar, Sherman Creek Conservancy

Impact of the Covid-19 Pandemic

The corona virus pandemic has hit the businesses hard. In many cases their client base has diminished or disappeared and they are in desperate need of assistance. They have applied for multiple loans, but none have come through to date. Only one of the businesses (Latin Groceries Delivered to Your Door) has expanded, two have not been affected and the newest business is a response to the need to stay at home (do-it-yourself manicures and stick on nails). The remaining small businesses have either totally shut down or are operating at reduced capacity. Businesses are not charged rent while the Incubator is closed due to the pandemic.

In general, the response of banks to the urgent needs of the small businesses has been disappointing, despite the government initiatives, as has the city's distribution of local Covid-19 aid, which has favored other boroughs over the Bronx. The Bronx has 8% of the small businesses that qualify for loans but a mere 1% of small business loans have gone to the Bronx according to a report of a recent City Council meeting in *Crains Magazine*. This has not gone unnoticed by the incubator clients,

such as Heidi Torres, whose business provides bookkeeping, registration, tax and payroll services solutions. Heidi noted that “banks are no longer part of the growing of small businesses in America. That has been proven without a doubt during these times when only banks’ private clients received the big majority of the SBA loans with ease. We have seen that those who did not have accounts with small banks were lucky enough to be approved.”

There are a number of different loans available at this time and the small businesses struggle to understand which is the best for them. The rules and regulations are complicated and changing; the whole process is fraught with risk. Options range from PPP loans to disaster loans to conventional financing, offered by local entities such as BOC, BOEDC and the South Bronx Loan Fund as well as SBA. The alphabet soup of lenders and all the different options are hard to navigate. Lehman College’s SBDC is assisting over 60 small businesses at this time but there is a backlog of loans being processed and so far none of the incubator clients have received loans.

Lehman College’s School of Continuing and Professional Studies is proud to be able to assist the small businesses in the incubator at this critical time in the history of New York City. The funding from the City Council has been essential in supporting innovative entrepreneurs who are providing services needed by our borough and pushing forward technology innovation within a technologically sophisticated infrastructure. We are looking forward to resuming business as soon as it is safe to do so.

Jane MacKillop, Ph.D.
Dean, School of Continuing and Professional Studies
May 5, 2020

Bronx Business Tech Incubator - Client Overview

July, 2020

	Client Name	Business Name	Business Industry	Client Business Description (3-5 sentences)	Impact of Covid 19
1	Luis Taveras	Optimization with an Impact	Education	Is a school advisory service firm focusing on the provision of business services and fiscal intelligence to NYC schools. A start up that has decided to tackle this often overlooked, but critical, area within the school system.	The business with DOE schools are slowed down but Luis is still in touch with the principals, the DOE schools are going to be open limited in the fall. The good news is that Luis is now working with Daycare small businesses. The state has issued a grant, an RFI, so called "Learning Bridges". He is conducting webinars online for more than 100 small businesses, helping them to apply for this grant. City of NY is requesting information from Daycare businesses to provide support to the parents to compliment the capacity to send the kids somewhere while parents are working. He is expecting 50-100 applications in. He seemed very happy.
2	Emmanuel Ihekwoaba	KEZ Educational Services	Education	KEZ educational services will provide an After-School program for students who are struggling with learning and those who wants to be on top of the game in their learning efforts. Our After-School program is a comprehensive brain training program developed by LearningRx® — the pioneer and world leader in one-on-one brain training. PACE training programs utilize a series of intense (but stimulating!) mental exercises that strengthen the key skills the brain uses to learn, think, and perform every day activities.	Offering private services on-line, client is not able to work with DOE at the moment. Client is setting up a teaching platform before being able to recruit students. Client needs technology support setting up his online class and SBDC support applying for loan.
3	Kyana Beckles	Leverage Assessments	Technology	Leverage Assessments, Inc. specializes in the design, validation and administration of customized employee selection programs. We utilize advances in virtual reality, 3D visualization, voice control and motion capture technology to improve alignment between skills/abilities of interest and test delivery. We apply these modern ideas to our commonly provided services which include; Item Review, Test Development, Content development, Computer based administration, remote proctoring, balancing/equating of forms, test software recommendations, and job analysis as well as others. We follow psychometric best practices according to the Uniform Guidelines on Employee Selection Procedures, The Principles for Validation and Use of Personnel Selection Procedures, and The Standards for Educational and Psychological Testing.	8.5.20 Trying to penetrate gov space, using up reserves, needs grants in order to pivot, build out digital marketing, no networking and events, EIDL, PPP and \$5K Trufund, loans are not practical, sick w. Covid in March, still recovering, still operational but "trudging", sadness and uncertainty, New topic: police task force, Kyana is first Black vendor for last 10 years. One of the employees may have Covid. All services remote.Tech Center valuable for face-time and exposure. Applying for grants, systemic racism in police dept. Hopes for exponential growth 21-25
4	Obed Fulcar	Sherman Creek Conservancy	Technology	We are a Community Based Organization founded in 2005 to promote conservation, environmental education, Citizen Science, advocate for the creation of the Sherman Creek waterfront Parks on the Harlem River, as well as promoting Tech Start Ups and Entrepreneurship amongst young talent in the Bronx and Northern Manhattan. Currently we are promoting the Teen Startup Crypto Teen Bot App for Android and IOS. This app will promote Financial Education to teens and young adults by allowing them to create wealth and savings by investing in the Crypto Digital Currency Market right on their own smart phones. This app is the brain child of Algenis Martinez, a senior student at the International School for Liberal Arts ISLA who is a creator and software developer.	Obed is a DOE teacher and is currently working from home, he has been doing remote learning and creating contents for his students. As he is approaching his retirement in 4 years, he is switching to adult education as a consultants. Luis is recently teaching mobile development course at Lehman college as a consultant under RF." Tech education consulting is growing". Teaching remote and creating online courses was an easy switch for Obed. " This is the future, web based, project based learning, I'm telling my students that they are no longer in the classroom or required to do HW, instead they all have tech start ups and should do projects for the clients, critical thinking". Public school system is not up to date and needs fundamental changes, as stated by Obed. Obed has applied to the Rlab program but the internship is postponed.
5	Branden Baskin	Vivid Imaginations	Technology	Students learn how to create music, code, 3D modeling and video production. students will also have the chance to learn the proper and required way to write, edit, direct and produce their projects with practical experience in terms of working on a production. To improve the confidence of the students and install in them the belief that their dreams and aspiration can be obtain through preparation, dedication and a passion for their vision using technology creatively	8.10.20 DOE Schools allocating \$\$ to online classe, DOE decided it had to be COVID related, staff went on unemployment, trying to pivot towards gaming, providing coaches, A frame platform accessing online, 16 schools interested and 5 have signed up for Oct start date, completely online, esports, schools are paying for these services, holistic approach
6	Khaita Wasiyo	LearnTechTeach	Technology	LearnTechTeach is an educational technology company that creates learning products, online courses, and workshops using innovative and effective tools and practices. Helping entrepreneurs, academia, and governments that want to solve learning and performance programs using visually engaging and interactive methods. LearnTechTeach is also an NYC certified Minority Women Business Enterprise.	-

7	Vincent Navarro	Orcinus	Technology	VR/AR application developer and content creator. Orcinus is a software and web development firm focused on developing XR solutions for the healthcare and research space. We have over 25 years of experience in basic science research, healthcare and software development.	8.7.20. Has three new clients in the pipeline, is scaling back on subscriptions, believes that interest will pick up but people are anxious about spending money. Wondering when incubator will open up as it is valuable for networking with other businesses and for events. Would like LC to set up remote meetings for networking, for funding opportunities. Has not applied for any loans, PPP is too much effort, has enough \$\$ for next few months. Working on CNA assessment and plans to hire graduates from the Unity training program on a contractual basis.
8	Pablo Alvarez	Pablo Alvarez	Technology	Our unique proposition is to integrate Virtual Reality, Augmented Reality, and Mixed Realities technology for advertising, sales, retail, e-commerce, engineering, video games, video Entertainment, education, and healthcare, by creating appealing and engaging content for your branding and corporate vision. We understand why the customer uses that particular product or service what benefits it offers them and how the customer describes these benefits.	8.4.20 Work has slowed since lockdown, people are hesitant to invest in VR but Pablo is optimistic it will pick up. Construction modeling has returned to 2D, getting MWBE certified, remote learning is driving VR. 3D modeling is everywhere, computer graphics, gamefying is driving VR but forecasting and interacting are a major part. Pablo is comfortable using technology to work remotely.
9	Luz-Maria Lambert	RTS Corp	Finance	We are a Tax and financial service/ financial education company. We provide excellent tax/financial services to families and business owners. We work closely with business owners to help them develop financial exit strategies.	Client did move her services online but it is not easy as most of the clients don't have access to the technology other than libraries, therefore her client's business has declined. Client is shifting her business model and has requested to withdraw from the incubator.
10	Heidi Torres	H.T. Business Solutions	Accounting	Bookkeeping services for small and medium businesses. Business Registrations and Licenses. Personal and Business Taxes. Payroll. Business Loan and other services.	-
11	Wilfred Holness	Office of Wilfred Holness	Legal	We provide lawful IP protection service to individual or biotechnological, chemical, mechanical, electrical and computer companies. In truth, we provide IP service to all companies and people. We also provide IP services for companies having products with new designs or in many cases old designs. Our law office supplies all the services required to secure and maintain patent/trademark ownership and protection, including: searches related to prior art in preparation for filing applications therefrom; preparation: drafting, filing and prosecution of provisional, non-provisional, design, and international patent applications; We also provide clients with business strategies and intellectual property strategies for maximizing your businesses at any stage of business development, from startup to mature business entities.	Covid 19 hasn't effected client's business since he hasn't been practicing. Client has been sick lately (not COVID). He is planning to start being active and appreciates SBDC assist with loans and other resources."I am looking to get back into Intellectual Properties again. I would like you to help me in getting CUNY as a client".
12	Demond Wilkerson	Modern Commercial Capital Institute	Finance	We are a commercial lending and real estate consulting firm. We arrange financing for commercial real estate projects. We also assist buyers and sellers of commercial real estate. Economic development consulting to help developers subsidize development costs for projects.	There has been an impact with business slowing down since the pandemic. Client had to shift from closing transactions to getting contracts for financial education training. A lot of client's business meetings and conferences is now on the phone and Zoom meetings.
13	Ian Laurel	I.K Social	Marketing	I.K Social partners with businesses looking to outsource social media efforts. We provide social media services such as social media strategy, strategy execution, social management, and social media engagement. SBCP graduate.	-
14	Wil Rampersaud	Ramp Up Media	Marketing	Ramp Up Media is a marketing consulting practice. We strive to empower businesses with tools to aid in their overall growth and development. SBCP graduate.	Business on back burner, has a new position as a resident in advertising (3 month temp to perm), interested in helping small businesses in the Bronx (resident's training), one client on a retainer, mail chimp, e blasts, building web site. Reopening would be great, able to hold meetings in conf. room but can work remotely, can manage, events would be appreciated, clients in touch with each other, sense of community, will connect with SBDC.

15	Jessica Marcano	Marcano Agency	Janitorial Services	Roman and Roman cleaning services is an Eco-Friendly residential and commercial cleaning company.	-
16	Jose Salcedo	Traillo	Food	Traillo is building the best way for people to shop for Latin groceries. Traillo allows you to get your favorite Latin products from your local Hispanic supermarkets and have them delivered to your door in minutes. With the click of a button, You can choose from a variety of local stores including Associated, Bravo, C-Town, Cherry Valley, Fine Fare, Western Beef and many more, as well as being able to mix items from multiple stores into one order.	Looking fo office space and trying to apply for PPP and other loans to hire team. Business is picking up and investors looking to come on board
17	Steven Waters	Pit stops for veterans	Non profit	The organization is a not for profit organization that helps veterans and their family members with any assistance they may need (employment, housing options, homelessness, medical help, will and testament, if they have a service dog, claims, non payment of rent, discharge updates, VA caregivers.	Complete shut down.
18	Marisa Estrella	World Wide Veterans and Family Services	Non profit	The program helps veterans and veteran families obtain or maintain permanent housing by offering a large array of supportive services. These services include financial assistance, case management, and assistance in obtaining VA and other benefits. Referral for mental health (PTSD) and food pantries, SS1, PA also clothes	Picking up food and clothes in Queens, Brooklyn, housing, calling vets and seniors, making videos, also about COVID info, EIDL loans to pay employees, lots of donations, breast cancer \$48K new items, grants working with media, changing web site, sharing information. food from restaurants, working with Clarene, zoom events, motivational seminars, PPE to business owners in QNS
19	Krishel Castellanos	The Detailed Press	Beauty	The Detailed Press is a luxury press-on nails brand dedicated to creating fun, unique, and reusable nail sets that give a perfect, non-damaging manicure in minutes without putting a dent in people's pockets. All designs are handmade using top quality products. Nails can be removed, reapplied, and even reshaped for full customization.	8.4.20Decrease in sales because unable to keep up with social media, but automating social media advertising, Twitter and Instagram, TikTok?, word of mouth. Press on nails are quick, cheap, easier than going to salons. MWBE certification? Will investigate. Will partner with manufacturer (possibly in far east). Designs come from various sources, nature, looks at Pinterest for vision boards. Would like to sell in stores. Press on nails referenced in Styles section of NYT on Thursday Aug 6.



Small Business Consulting Practice Cohort-4 Report

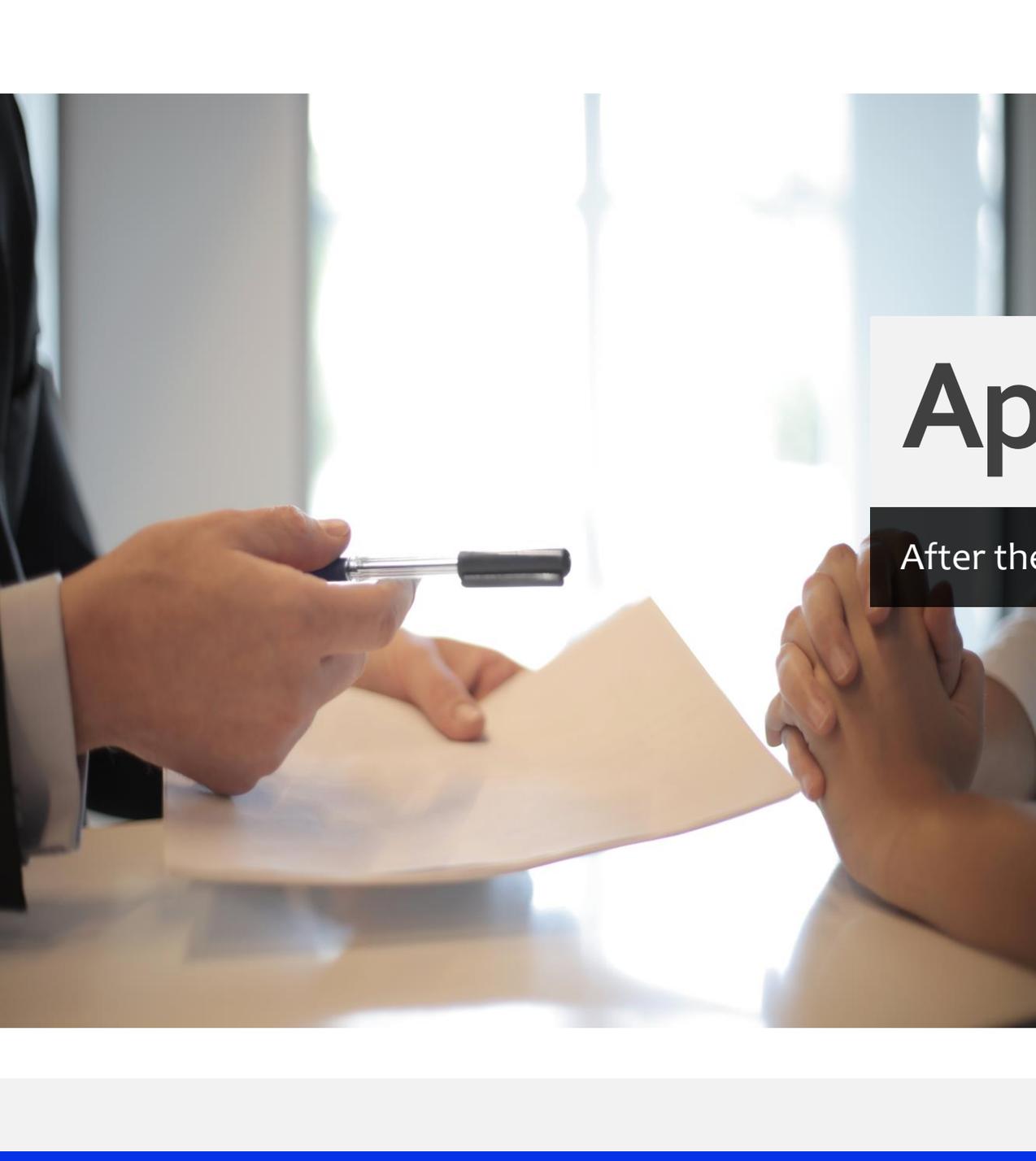
Prepared by Christian & Krishel



Open House

Over 50+ Lehman College business students showed up!

- On November 6th the Small Business Consulting Practice held an Open House event.
- The event was open to all Lehman College Business and Economic students.
- A panel comprised of previous cohort members and previous clients answered all questions for students.
- The program objectives, schedules and application process were explained to the students.



Application Process

After the Open House we received over 30 Applications

In order to be selected for the program students had to do three things:

- Students had to complete and submit an application **on time**
- Students were then asked how would the program assist them in their life goals and how would they assist the program.
- Lastly students completed a series of interviews

The Curriculum

After being selected for the program, the Interns were then taught the subjects that are key to consulting to small businesses

PowerPoint Presentation

- Students learned how to prepare Business Presentations using PowerPoint
- Students learned the importance of pitch decks and presenting their ideas to potential clients.

Soft Skills

- Students learned the importance of Communication and Networking.
- Students also learned how to read and understand body language.

Web Design

- Students learned how to design and develop websites using software like: SquareSpace, Wix, and Shopify.
- Students learned how to improve a businesses online presence

Social Media Marketing

- Students learned how to create content and the importance of scheduling posts.
- Students were taught how to identify target markets, identify the platforms they use, and curate content that would lead to an increase in customer engagement

Financial Projections & Businesses Planning

- Students learned how to develop strategies for the businesses using the “Business Model Canvas”

Hands-on Training

Pictured: Left, Kathy Kelly, Media Coach,
Right, Marlon Cartagena, Junior Consultant



Students were given real business problems to tackle as examples during training workshops.



Pictured: *from left to right*, Business Owner Harriet J, Junior Consultants Melanie Beltran, Salim Bamrani, Mariely Matilde, and Melissa Gutierrez,



Now The Real Work Begins



Due to COVID-19
we were unable to
host our in-person
Meet The Interns
Event.



MEET THE INTERNS

FIND OUT HOW TO GET A INTERN
WHO WILL ASSIST YOU, AT NO COST.



Assist with Loan Packaging & Financial Projection

We can help you organize
your financials so you can
improve your business and
tackle new opportunities



Improve Online Presence

We help in developing and
growing your business's
online presence



Social Media

We can assist you in
building a Social Media
following and grow your
business's outreach.

We support your business

You give us experience!

MARCH 25TH 6:00pm - 8:00pm

CUNY on the Concourse, The Bronx Tech Incubator
2501 Grand Concourse, Bronx NY 10453

RSVP at [MeetTheInterns.Eventbrite.com](https://www.Eventbrite.com)



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RSVP at [MeetTheInterns.Eventbrite.com](https://www.meettheinterns.eventbrite.com)

But we were able to host it via Zoom.



Meet The Interns Agenda

Tuesday, April 14th 3:00-6:30PM

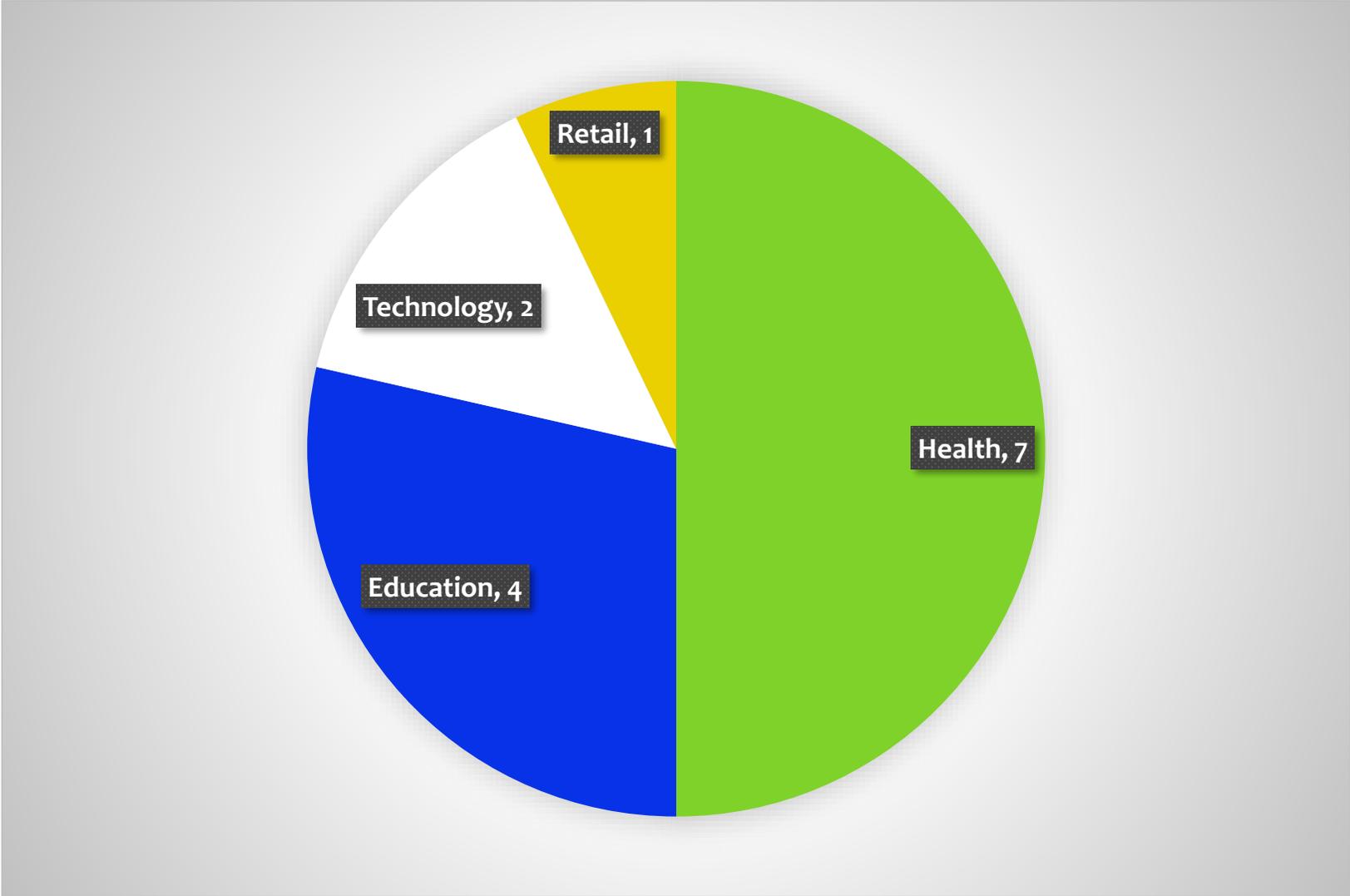
3:00 PM	Introductions & Coordinators
3:20 PM	Cohort & Student Introductions
3:45 PM	Breakout Session 1
4:20 PM	Breakout Session 2
4:55 PM	Breakout Session 3
5:30 PM	Breakout Session 4
6:05 PM	Recap & Goodbyes & Coordinators

Many Businesses came to the Virtual Event

Let`s look at some of the businesses the Interns helped this Cohort



All the principle Bronx businesses were represented.

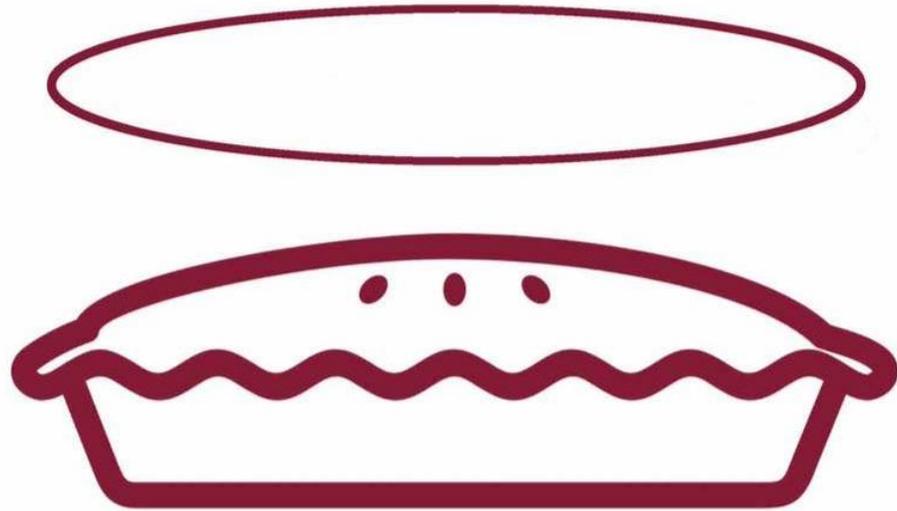


SBCP Fast Facts

- This Cohort helped 14 Businesses.
- Seven businesses in the Health Sector, four in Education, two in Technology and one in Retail.
- This Cohort comprised 13 Students, most of them in their junior or senior year of college.



Example 1: Sweet Carolina Pie



Sweet Carolina Pie

— Traditional Southern Desserts —

Pictured above:
Logo created by Interns

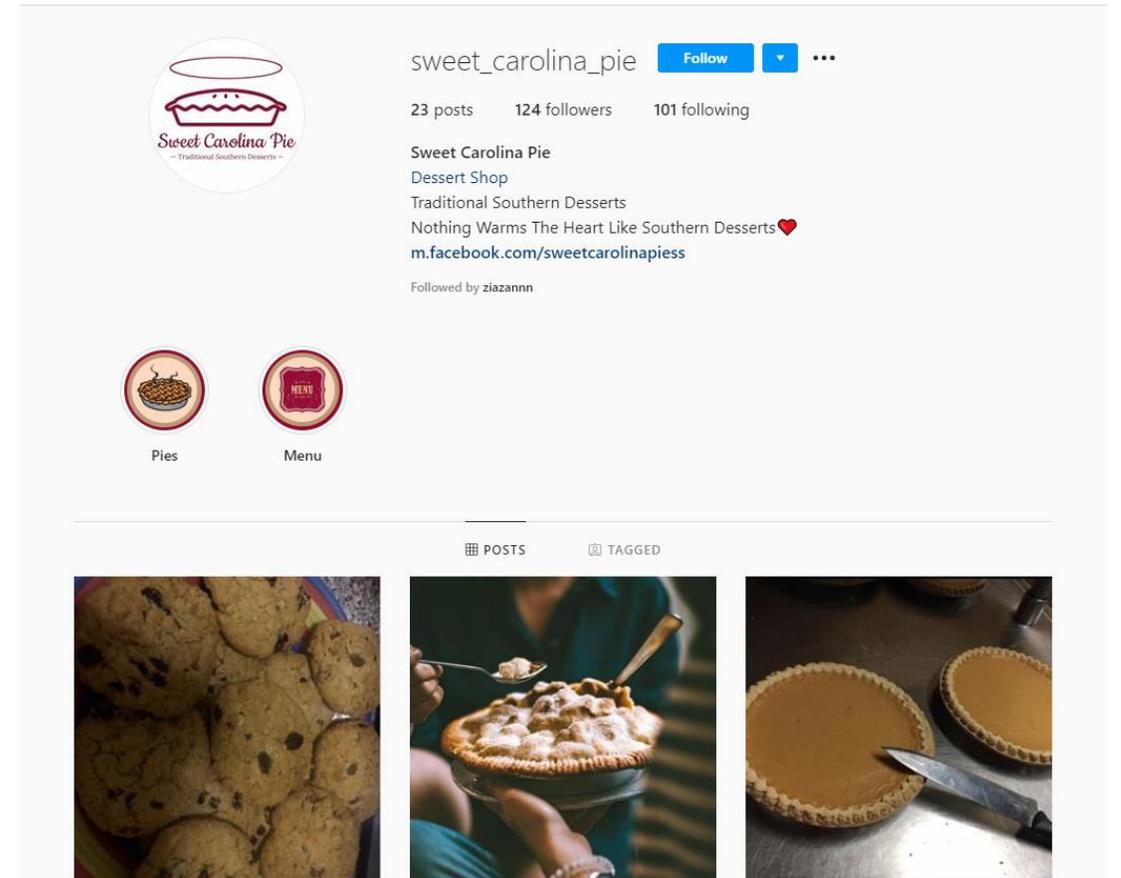
- CEO: Deborah Smalls
- About: A Bakery inspired by Southern style deserts.
Deborah was inspired by her grandmother`s cooking.
She wants people to feel good and happy whenever they eat her pastries.
- Needs: Social Media Marketing and Online Presence including websites, social media and search engine optimization.

Student Work for Sweet Carolina Pies

Students create a website for Deborah using SquareSpace



Students create an Instagram account for Deborah



Example 2: Steel Tribe Muscle Gear Apparel

STEELTRIBE
M U S C L E G E A R A P P A R E L

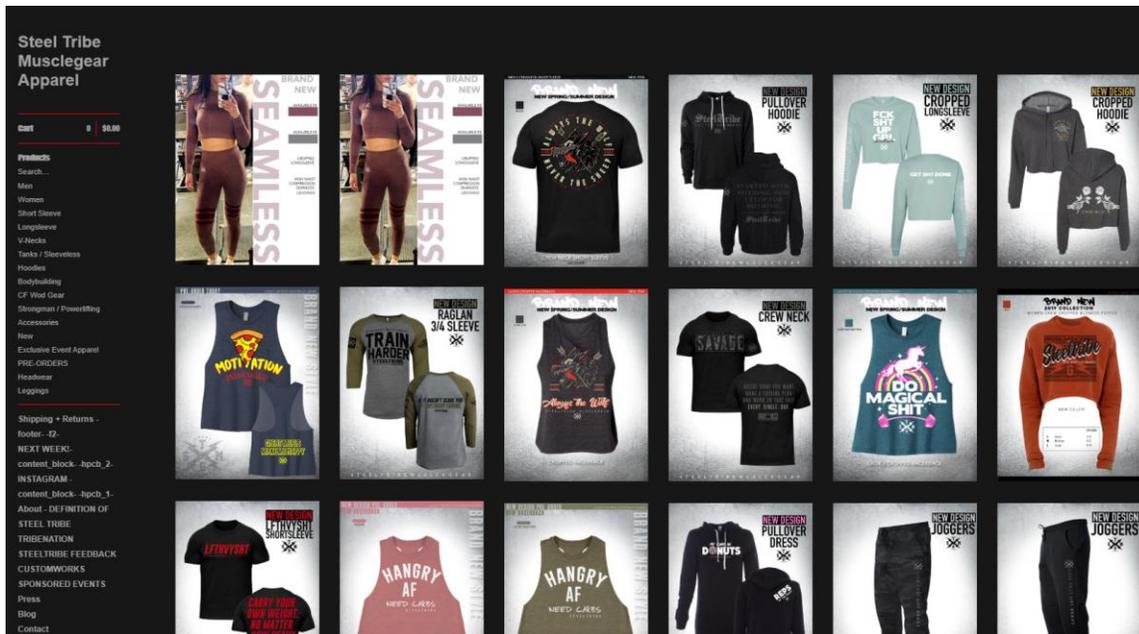


- CEO: Karen Nazario & Aaron Nash
- About: Steel Tribe Muscle Gear is all about creating workout apparel and promoting a healthy lifestyle.
- Needs: Rebrand their Social Media accounts (Facebook and Instagram) as well as revamp their websites for a more professional look.

Student work for Steel Tribe Muscle Gear Apparel

Students worked with the business and began to reorganize their website and make it seem more professional and more user friendly.

Steel Tribes Old Website



Steel Tribes New Website.



Steel Tribe Muscle Gear Apparel Student Work cont.

- Students also created a 50-page business plan detailing which Influencers they can reach out to for partnerships, as well as Social Media audits for the client as well as their competitors.
- Students assisted them in revamping their financials leading to them finding ways to reduce the costs of running the business



Sales Forecast Year 1

Prepared By: _____ Company Name: _____
 SIC: _____ Staff Title: _____

Product Lines	Units	Sales Price Per Unit	COGS Per Unit	Margin Per Unit
Next Level Skin Brand	1	\$ 28.00	\$ 9.75	\$ 18.25
Canvas Skin Brand	1	\$ 28.00	\$ 11.25	\$ 16.75
Canvas Hoodie Brand	1	\$ 55.00	\$ 27.25	\$ 27.75
Independent Trading Company Hoodie Brand	1	\$ 55.00	\$ 35.00	\$ 20.00
Canvas Apparel Tank Top Plus	1	\$ 28.00	\$ 19.25	\$ 8.75
Next Level Tank Top Plus	1	\$ 28.00	\$ 5.50	\$ 22.50
Next Level Longsleeve Raglan	1	\$ 36.00	\$ 11.00	\$ 25.00
Unisex Classic Raglan	1	\$ 25.00	\$ 13.25	\$ 11.75
Next Level Triblend Raglan	1	\$ 28.00	\$ 9.75	\$ 18.25
Tank Top Brand Raglan	1	\$ 28.00	\$ 15.75	\$ 12.25
Bella Canvas Raglan	1	\$ 28.00	\$ 19.75	\$ 8.25
Bella Canvas Hoodie	1	\$ 55.00	\$ 25.25	\$ 29.75
Bella Canvas Raglan	1	\$ 30.00	\$ 27.25	\$ 2.75
Atkins (Child) Legging and Top Set	1	\$ 75.00	\$ 12.00	\$ 63.00
Next Level Apparel 24 Sizes	1	\$ 30.00	\$ 13.25	\$ 16.75

Product Lines	May	June	July	August	September	October	November	December	January	February	March	April	Annual Totals	Category Breakdown	Category % Total
Next Level Skin Brand															
1 Set	30	30	30										600		18.2%
Total Sales	1,400	1,400	1,400										16,800		18.9%
Total COGS	480	480	480										5,820		17.4%
Total Margin	913	913	913										10,980		19.8%
Canvas Skin Brand															
1 Set	30	30	30										240		18.5%
Total Sales	360	360	360										4,320		7.6%
Total COGS	220	220	220										2,640		8.9%
Margin	140	140	140										1,680		7.3%

Example 3: Learn Tech Teach



- CEO: Khaita Wasiyo
- About: Learn Tech Teach is all about helping institutions create online classes in order to train professionals and educate people.
- Needs: Someone to help their marketing, remodel their entire business model and assist in fixing their finances.

Student work for Learn Tech Teach

To the left is a financial projection created by the Interns for Khaita to keep track of her profits and expenses.

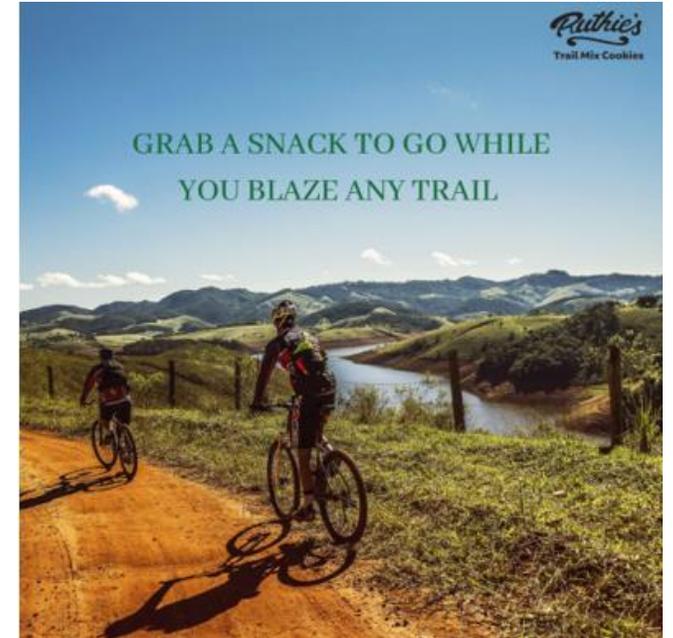
Sales Forecast Year 1															
Prepared By: SBCEP GROUP					Company Name: LEARN TECH TEACH										
Complete This Chart First:															
Product Lines	Units (Hours)	Sales Price Per Unit	COGS Per Unit	Margin Per Unit											
E learning Solutions		\$ 200.00	\$ 140.00	\$ 60.00											
Consultations		\$ 75.00	\$ 15.00	\$ 60.00											
Training		\$ 100.00	\$ 70.00	\$ 30.00											
				\$ -											
				\$ -											
				\$ -											
Product Lines	May	June	July	August	Septemb	October	November	December	January	February	March	April	Annual Total	Category	Category /
E learning Solutions															
I Sold	280	280	280	280	280	280	280	280	280	280	280	280	3,360		3.8%
Total Sales	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 56,000	\$ 672,000	100.0%	5.7%
Total COGS	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 39,200	\$ 470,400	70.0%	6.6%
Total Margin	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 16,800	\$ 201,600	30.0%	4.5%
Consultations															
I Sold	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	2,150	27,000		22.4%
Total Sales	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 168,750	\$ 2,025,000	100.0%	17.3%
Total COGS	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 33,750	\$ 405,000	16.0%	5.6%
Margin	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 135,000	\$ 1,620,000	80.0%	35.8%
Training															
I Sold	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	7,500	90,000		74.8%
Total Sales	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 750,000	\$ 9,000,000	100.0%	76.9%
Total COGS	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 525,000	\$ 6,300,000	70.0%	87.8%
Margin	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 225,000	\$ 2,700,000	30.0%	59.7%
Product 4															
Units Sold													0		0.0%
Total Sales													\$ -		0.0%
Total COGS													\$ -		0.0%
Margin													\$ -		0.0%
Product 5															
Units Sold													0		0.0%
Total Sales													\$ -		0.0%
Total COGS													\$ -		0.0%
Margin													\$ -		0.0%
Product 6															
Units Sold													0		0.0%
Total Sales													\$ -		0.0%
Total COGS													\$ -		0.0%
Margin													\$ -		0.0%
Total Units Sold	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	10,030	120,360		
Total Sales	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 974,750	\$ 11,697,000		
Total Cost of Goods Sold	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 597,950	\$ 7,175,400		
Total Margin	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 376,800	\$ 4,521,600		

**The following images are of
more projects completed by
the Cohort 4 Interns**

Our Interns created websites for the businesses.



Interns create different types of content for their client's online presence and social media marketing.





SandrineBeauty

Published by Hootsuite [?] · 11 hrs · 🌐

Sandrine Beauty offers a wonderful line of natural Aromatherapy beauty products. All, products are made from scratch. They are very moisturizing to the skin, not to mention their amazing scent.

#sandrinebeauty #aromatherapy #naturalbeauty #lavenderfromprovence #naturalbeautycare #skincare #refreshyourskin #holisticbeauty #madebyme #holisticlifestyle



Intern Samia creates a Facebook post for **Sandrine Beauty**. (Left)

Interns Melanie creates two customer personas for her client **Sandrine Beauty**. (Below)

Personas



This is Melissa, she is single and is between the age range of 21-28, full time college student with a part time job, watches beauty tutorials in her free time. Would likely watch organic face cleansing, look up the top 10 organic soap products, would be interested in Sandrine Beauty tutorials every thursday.



This is Shelly. She is a young professional, in the age range between 25-35, sensitive skin and acne that want to use organic products. Interested in dermatology and fitness. (interested in organic lifestyles, that involve skin and makeup)

Daily Challenges For Instagram Story

Body parts to target in challenges:

- Arms (targets:biceps, triceps, etc) 1 week
 - Legs (targets:quads, glutes, hamstrings, etc) 1 week
 - Abs (targets:upper abs, lower abs, obliques, and core) 1 week
 - Back (targets: Latissimus Dorsi, Trapezius, Rhomboids and Levator Scapular Muscles, Erector Spinae, etc) 1 week
 - Upper Body 1 week
 - Lower Body 1 week
1. Tag Participants
 2. #JoinUs #joinusnow #joinusorwatchus #joinustoday #Stayhome #quarantineworkout #resistancebands #nogymnoprobem #athomeworkout
 3. Post It
 4. Hear back from followers in regards to their results through DM's

So what`s next?



For the Interns:

- Employment
- Starting their own businesses
- Graduation

For the Businesses:

- Dealing with the pandemic
- Getting back on their feet
- Expanding and growing with their new skills

Credits to our Coordinators.



John Frias
Program Coordinator
2019 – March 2020



Krishel Castellanos
Program Coordinator
March 2020 – July 2020



Christian Cabrera
Program Coordinator
March 2020 – July 2020

**Special Thank You to Council
Member Cohen for your
support on this project.**

Hotline 111 – A Technology Support Concept Paper

BACKGROUND

New Yorkers are at differing levels of techno-savvy/competence, which limits the ability of some to function remotely in the COVID-19 world.

Interviews with the small businesses at the Bronx Business Tech Incubator (Tech Center) showed the extent to which businesses in the Tech Center have been able to survive, and even thrive, during the lockdown. These businesses were those that either provided technology-enhanced services or were already familiar with remote communication. If only all New Yorkers had this kind of skill and expertise! If only everyone had access to the internet and technological support. How could this be done?

NEW YORK CITY 111

The general population is looking for immediate tech help (what equipment to get, which applications are most useful, how to get wifi and how to use an iPhone, a keyboard and a mouse). They may be looking for training in specific skills/applications in order to make a career change or upgrade. Or need referrals to experts. They would certainly benefit from career readiness advice such as how to interview on Zoom.

Picture a front-line group of CUNY students at NYC111 who would be available to answer questions either with immediate advice (even “Switch it off and turn it on again.”) or would refer the caller to an appropriate level of experts. They would be trained respond along the model of the Apple “geniuses” who walk customers through the process of troubleshooting or upgrading equipment over the telephone or by email. If the caller needed training or professional development they would be referred to a college training program, either grant-funded or tuition-based. The students would be paid as college assistants; the next level of responders could be volunteers from businesses or retirees, or might be paid CUNY graduate students.

Small businesses have a variety of needs ranging from immediate tech help (getting wifi, using keyboard/mouse) to training in specific skills/applications such as Zoom and Quick books, and specialized apps for inventory tracking. They may need advice on how to supervise remotely and how to manage operations remotely. A hotline for technology inquiries, NYC 111, will help school children and others learning remotely, small businesses pivoting to an online market, in short, everyone would benefit.

It is time for NYC111.