Values

Lehman College –
Lehman is committed to providing the highest quality education in a caring and supportive environment where respect, integrity, inquiry, creativity, and diversity contribute to individual achievement and the transformation of lives and communities.

SBCP-
Provides Lehman Business students with a solid platform to become successful entrepreneurs and business leaders thus creating economic opportunities in their community.
Goals

1. To enable students to apply their theoretical knowledge in a real-world setting.
2. Provide small businesses with access to student who can both learn and contribute to their respective enterprises.
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Training Programs

- Business Plan
- Marketing Plan
- Product Description
- Competitor Analysis
- Mission Statement
- Competitive Background
- SWOT Analysis
- Financial Planning

Financial Projections

Soft Skills
Where are they now?

- 53.33% Planning on registering their business
- 33.33% Now Working on a payroll
- 13.33% Looking for more internship opportunities
Student Performance Evaluations

<table>
<thead>
<tr>
<th>Programs</th>
<th>Social Media</th>
<th>Business Plan/Financial Projections</th>
<th>Web Design</th>
<th>PowerPoint</th>
<th>Soft Skills</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Totals</td>
<td>4.27</td>
<td>4.18</td>
<td>4.00</td>
<td>3.98</td>
<td>3.75</td>
<td>3.75</td>
</tr>
</tbody>
</table>

Key Takeaways:
1. All 15 students completed the Entrepreneurship training
2. The Entrepreneurship training included digital marketing and financial services
   Average grades for the 15 students
   Social Media course: 4.27 out of 5
   Financial Projection course: 4.18 out of 5
   Web Design course: 4.00 out of 5
   PowerPoint course: 3.98 out of 5
   Soft Skills course: 3.75 out of 5
3. Of the 15 students in the cohort:
   - 7 have their own business
     - 5 focus on digital marketing
     - 1 financial services
     - 1 massage therapy
   - 8 secured paid employment

Key Insights:
1. Students have an aptitude for digital marketing
2. Students’ success in Business Planning and Financial Projections correlate to their types of businesses
3. Glaring need for soft skills
Students worked with many businesses on a variety of projects.

All of the students’ clients were local small businesses, in our communities that were in the process of expanding.
Founder: Orane Barret
Establish:
Products: Talent placement, recruitment, and apparel.
Their mission: to give children in underserved communities paths to careers
SBCP Student Provided:
- Social Media Campaign (still in progress)
- Development of Engagement Strategy
- Creation of targeted digital content
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Vivid Imagination

Founder: Branden Baskin
Establish: 2015
Products: After-school digital education program k-12
SBCP Student Provided:
- Development of Engagement strategy
- Market research
- Digital Content Creation
**Founder:** James Peterson  
**Establish:** 2010  
**Products:** Food preparation service  

**SBCP Student Provided:**  
- Redesigned website  
- Social Media Marketing (In Progress)  
- Assistance with operations (In Progress)  
- Bookkeeping (completed)  
- Development of proposals (2 Completed 2 In Progress)
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E.A.T. W/Culinary Professionals, Inc. - Website Redesign
Founder: Terra Renee

Products: Film Festivals and Events

Mission: explore and create business opportunities for minority women filmmakers throughout the entertainment industry

SBCP Student Provided:
- Logo Redesign
- Website Redesign
- Social Media Strategy
- Promotion of Red Carpet event
- Magazine Cover Photo
- Livestream video production
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African American Women In cinema
Small Business Consulting Practice

African American Women In cinema – Social Media + Film Festival Promotion
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Pier Services Inc

Founder: Jhonny Acosta
Establish: 2016
Products: Home Improvement Services
SBCP Student Provided:
  • Creation of a Website
  • Creation and Maintenance of Social Media Accounts
  • Management of QuickBooks records
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Pier Services Inc – Website Design
## Pier Services

### Chart of Accounts

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Detail Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chase Checking</td>
<td>Bank</td>
<td>Checking</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>Accounts receivable (A/R)</td>
<td>Accounts Receivable (A/R)</td>
</tr>
<tr>
<td>Inventory Asset</td>
<td>Other Current Assets</td>
<td>Inventory</td>
</tr>
<tr>
<td>Uncategorized Asset</td>
<td>Other Current Assets</td>
<td>Other Current Assets</td>
</tr>
<tr>
<td>Undeposited Funds</td>
<td>Other Current Assets</td>
<td>Undeposited Funds</td>
</tr>
<tr>
<td>Accumulated Depletion</td>
<td>Fixed Assets</td>
<td>Accumulated Depletion</td>
</tr>
<tr>
<td>Machinery &amp; Equipment</td>
<td>Fixed Assets</td>
<td>Machinery &amp; Equipment</td>
</tr>
<tr>
<td>Credit Card</td>
<td>Credit Card</td>
<td>Credit Card</td>
</tr>
<tr>
<td>Opening Balance Equity</td>
<td>Equity</td>
<td>Opening Balance Equity</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>Equity</td>
<td>Retained Earnings</td>
</tr>
<tr>
<td>Discounts</td>
<td>Income</td>
<td>Discounts/Refunds Given</td>
</tr>
<tr>
<td>Sales</td>
<td>Income</td>
<td>Sales of Product Income</td>
</tr>
<tr>
<td>Services</td>
<td>Income</td>
<td>Services/Net Income</td>
</tr>
<tr>
<td>Unapplied Cash Payment Income</td>
<td>Income</td>
<td>Unapplied Cash Payment Income</td>
</tr>
<tr>
<td>Uncategorized Income</td>
<td>Income</td>
<td>Sales of Product Income</td>
</tr>
</tbody>
</table>
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Worldwide Veterans and Family services - Go Fund Me

Founder: Marisa Estrella

Products: Services for veterans.

Mission: Provide services for the veterans who return home and need assistance.

SBCP Student Provided:

- Logo Redesign
- Website Redesign
- Social Media Strategy
- Budgeting proposals
- RFP’s
- Pitch decks
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Worldwide Veterans and Family services - Go Fund Me

[Logo: Worldwide Veteran and Family Services]
Small Business Consulting Practice
Alex Love consulting – Logo/Branding

Founder: Alejandra Love
Establish: 2018
Products: Career Coaching & Consulting service
SBCP Student Provide:
• Social Media Campaign
• Website Redesign
Small Business Consulting Practice
Alex Love consulting – Social Media Branding
Founder: Jessica Marcano  
Establish: 2017  
Service: Cleaning service  
Client Base: Residential, Pre and Post construction, Airbnb and Retail  

SBCP Student Provided:  
• developing negotiation strategies  
• creating competitive pricing models  
• establishing a website
Founder: Jose Salcedo
Establish: 2017
Products: Latin Supermarket and catering delivery app
Client Base: Lovers of Latino foods and Latino Food Products

SBCP Student Provided:
- Assist with product launch
- Create digital content