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.
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

<table>
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<tr>
<th>PowerPoint Presentation</th>
<th>Soft Skills</th>
<th>Web Design</th>
<th>Social Media Marketing</th>
<th>Financial Projections &amp; Businesses Planning</th>
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<tbody>
<tr>
<td>• Students learned how to prepare Business Presentations using PowerPoint</td>
<td>• Students learned the importance of Communication and Networking.</td>
<td>• Students learned how to design and develop websites using software like: SquareSpace, Wix, and Shopify.</td>
<td>• Students learned how to create content and the importance of scheduling posts.</td>
<td>• Students learned how to develop strategies for the businesses using the “Business Model Canvas”</td>
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<td>• Students learned the importance of pitch decks and presenting their ideas to potential clients.</td>
<td>• Students also learned how to read and understand body language.</td>
<td>• Students learned how to improve a businesses online presence</td>
<td>• 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</td>
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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.
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    Break Out Session 1
4:20 PM    Break Out Session 2
4:55 PM    Break Out Session 3
5:30 PM    Break Out Session 4
6:05 PM    Recap & Goodbyes – Coordinators

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
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

- 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.

Pictured above: Logo created by Interns
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

• 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.
Example 3: Learn Tech Teach

- CEO: Khaitsa 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 Khaitsa to keep track of her profits and expenses.
Student work for Learn Tech Teach

The students also created a competitive analysis for Khaitsa.
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.
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**

- Arms (target: biceps, triceps, etc) 1 week
- Legs (target: quads, glutes, hamstrings, etc) 1 week
- Abs (target: upper abs, lower abs, obliques, and core) 1 week
- Back (target: Latissimus Dorsi, Trapezius, Rhomboids and Levator Scapularis Muscles, Erector Spinae, etc) 1 week
- Upper Body 1 week
- Lower Body 1 week

1. Tag Participants
2. #based #gbst #gbstmain #gbstmainci #gbstmainci #gbstmainci #gbstmainci #gbstmainci
3. Print it
4. Hear back from followers in regards to their results through DMs
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.