

FORDHAM BUSINESS DEVELOPMENT COLLABORATORY

Fall Semester Recaps



AT FBDC, WE ARE EXTREMELY PROUD OF WHAT OUR TEAM HAS ACCOMPLISHED IN ITS FIRST SIX MONTHS! THE FOLLOWING PAGES HIGHLIGHT THE SERVICES WE HAVE PROVIDED AS WELL AS A LOOK OF WHAT'S TO COME.

15

Within our first six months as an organization, we have consulted fifteen clients !

At the start of the past summer, our team witnessed the impact the COVID-19 pandemic was having on small businesses throughout the country. We continue to see the impact today and have made it our mission to help small business owners in the Bronx community not only survive these uncertain times but thrive despite them. We have had the pleasure of working with several types of businesses ranging from restaurants and retail to local entrepreneurs. Below we have detailed the work of our teams respectively.

FINANCE

This past semester one of our Finance team's managers, Phillip Wang, created an Impact Calculator with the help of Rishika Pal, Hannah Hoeller, August Weyandt, and Qi Li. The goal is to help amazing restaurants that were forced to shut down due to the pandemic by finding a more equitable way to measure the total impact of COVID on restaurants. We have been surveying as many restaurants as possible in the Brooklyn Bed-Stuy area to see the range of restaurants out of there. Charlotta Jansen, the owner of Chez Oskar, has been extremely helpful and kind in the fact that she only wants to help her community out of this nightmare. Additionally, the team worked with a startup venture in the Bronx, led by Finance Manager Nate Medina with the assistance of Paige Aloise, Billy Smith, Cole Paiva, and Ryan Bergeron. Nate's team conducted weekly meetings with the local entrepreneur to evaluate the needs of the company and draft brief suggestions on potential next steps for the business. They also developed a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis and provided the client with research on materials needed, cost expectations, and potential loans.

MARKETING

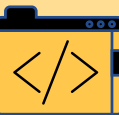
Since FBDC's launch, the Marketing team has worked with over 10 clients, delivering strategical analyses of social media usage and market presence. The social media team focused on auditing client social media channels, giving recommendations, providing resources and guidance. The market research team explored how clients could increase market penetration as well as researched distribution options and competitors. In January, FBDC Marketing introduced its branding team to help businesses create a clear brand presence to represent their company and product. The branding team also assists in creating branded graphic templates that can be used for social media, email marketing, and websites. As we approach the spring semester, the marketing team has completed several research reports and other resources, such as slide decks and infographics, that we are excited to share as we welcome new clients and continue to provide support to the community.

WEBSITE DEVELOPMENT

The Web Development team has helped a variety of clients strengthen their online presence, develop websites, and grow their digital brand. The team started building the beta version of the Rouge Hoops site. Rouge Hoops is a small jewelry brand started by Raysa Veras. Pages include an About, E-commerce, Testimonials, and Contact page. For another client, the team provided SEO (Search Engine Optimization) consulting, creating a list of keywords to promote site growth and reach larger audiences.

LEGAL & COMPLIANCE

This year the Legal & Compliance team addressed case-based concerns and released digestible research and advice in the form of newsletters. Their projects included drafting a COVID-oriented restaurant employee handbook, which streamlined the communication of NYS Department of Health guidelines to this business' staff, as well as crafting a presentation on the steps to acquiring permanent outdoor dining authorization for another business. The team also compiled information on pathways to 501(c)(3) status and The City of New York's Minority and Women-Owned Business Enterprise program.



RESOURCES

Discover Our Resource Libraries

Ever want business specific information in one easy to understand format? Check out and save our infographics for future use and reference! Our infographics aim to have easy steps and directions to better utilize your everyday business tools such as Instagram, Zoom, and more.

Not seeing something you are looking for? Click the button to put in a resource request!

Infographics will be available in Spanish soon!

[Resource Request Form](#)



Compliance

Coming Soon!



Finance

Coming Soon!



Marketing

Latest: How to Use Social Media for Business



Web Dev

Latest: How to Use Zoom

FBDC INFOGRAPHICS

MARKETING

- How to Build a Social Media Presence
- Social Media Features that Showcase Your Brand
- How to Set Up Your Social Media Accounts

WEB DEVELOPMENT

- How to Use a Website for Business
- How to Use Zoom

FBDC VIDEO CAMPAIGN

BUILDING A DIGITAL PRESENCE

- Why Use Social Media for Business
- How To Set Up Your Social Media Accounts (Twitter, Instagram, & Facebook)
- How To Use a Website For Business
- Building An Online Presence For Your Business

Subscribe!

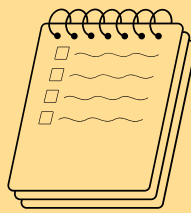


***Click the titles to be directed to the website!**

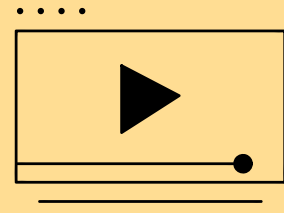
LOOKING AHEAD



Case Studies



Industry Reports



Informational Videos



During our next semester as an organization, we plan on cementing the Fordham Business Development Collaboratory as a Resource Hub for small businesses. We hope to do so with the introduction of case studies and industry reports, as well as the expansion of our Video Campaign to include videos on financial resources. We also plan on making updates to our website to include a Client and Student Page.

VISIT OUR WEBSITE

MESSAGE FROM OUR FOUNDER

When we first started this program over the Summer, I always knew our efforts could go beyond just consulting. True investment into our community takes more than just a project or advice. Over the upcoming year, we remain committed to high-quality services for our clientele and partners. Time is a limited resource for small business owners, especially while adjusting to a pandemic. With that said, we value our interactions with business owners and aim to continue to support all small businesses. Some upcoming events for this year include networking opportunities for business owners and days for businesses to be able to showcase their products or services to Fordham students. I would like to thank our Fordham Community for being an immense part of the foundation of our success. We seek to continue to leverage our Fordham faculty, alumni, and student network to serve The Bronx community.

-Rich Shrestha



CONTACT

Executive Director:

Rich Shrestha: rshrestha2@fordham.edu

Assistant Executive Director:

Matthew Rosa Ruane: mrosaruane@fordham.edu

Marketing Directors:

Corinne Vient: cvient@fordham.edu

Haley Ledford: hledford@fordham.edu

Compliance Director:

Aria Lugo: alugo16@fordham.edu

Kelly King: kking35@fordham.edu

Web Development Director:

Jules Herms: jherms@fordham.edu

Finance Directors:

Laurie Illescas: lillescas@fordham.edu

Emily Benevento: ebenevento@fordham.edu

Communications Director:

Marisa Garvin: mgarvin4@fordham.edu

Fordham Social Innovation Collaboratory
Fordham University, Rose Hill
441 E. Fordham Road, Hughes 207
Bronx, NY 10458



[@FordhamBusiness
DevelopmentCollaboratory](https://www.fordham.edu/businessdevelopmentcollaboratory)



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