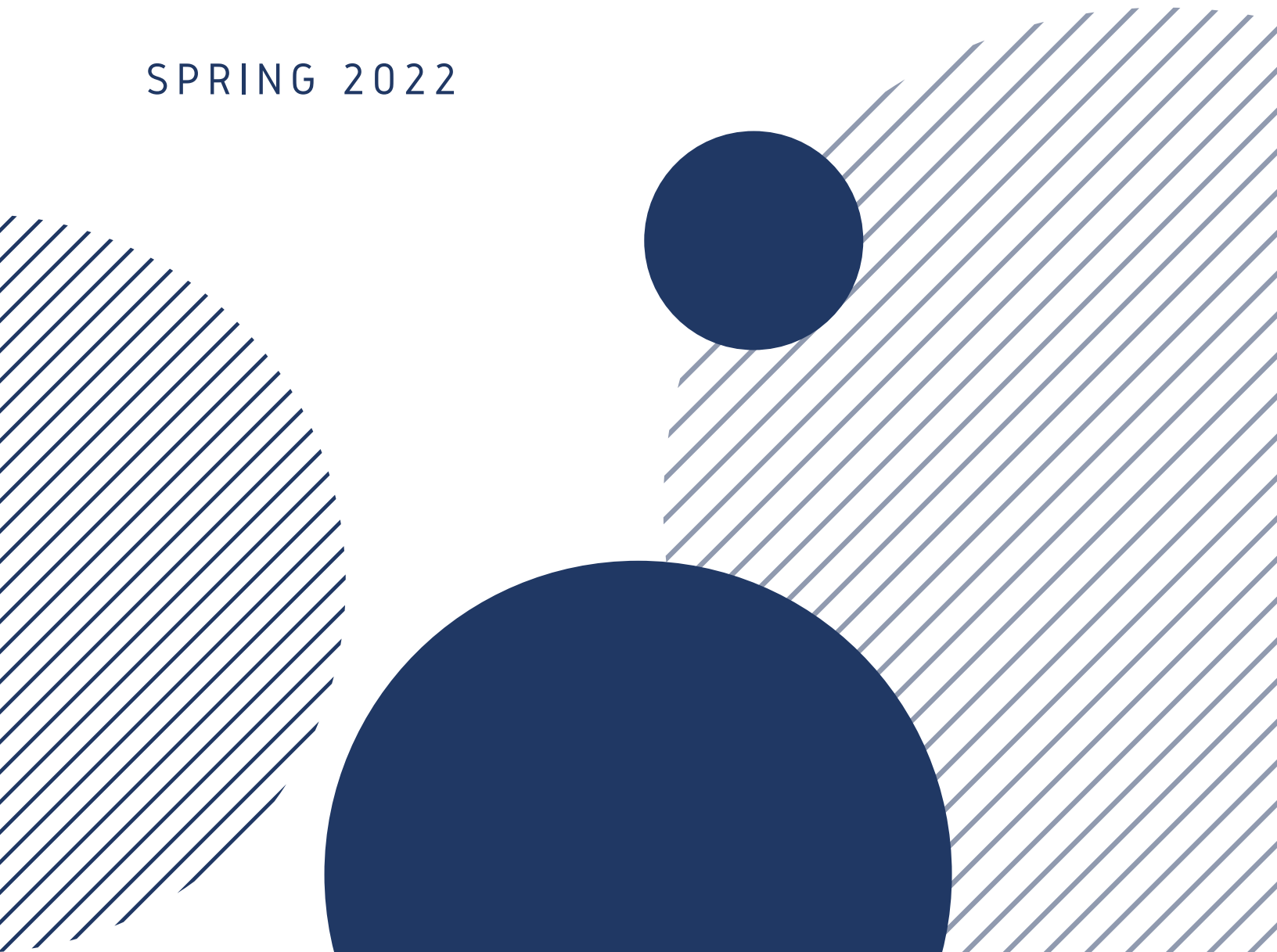


# CYC NC STATE

## IMPACT REPORT

SPRING 2022



# LETTER FROM LEADERSHIP

Dear Sponsors, Community Partners, Supporters, and Friends,

Consult Your Community at NC State would like to sincerely thank you for your continued support of our organization. As our team looks ahead toward future progress, we proudly bring to a close the Spring 2022 semester, with 7 successful engagements and 5 new members.

This semester, our clients represented a wide range of industries, including indoor parks, health and beauty, digital therapeutics, restaurants, and retail. Our members were immersed in a wide array of opportunities to solve unique business problems, some of which you can gain insight into later in this report.

Our team is proud of the continued growth and adaptability of our organization. Across CYC, we spearheaded new initiatives to better serve the needs of our members and expand our outreach. These efforts include the establishment of our Public Relations Team, an emphasis on quantifying our impact, and a focus on long term results in our Impact Report.

In this report, we want to highlight the efforts CYC has put forth towards quality client and community impact. We hope that you are able to learn more about our organization and our engagements.

Thank you! Your continued support makes our work possible. Please keep up with us at [cycncstate.org](http://cycncstate.org).

Warm regards,

Karis Dean  
President

Steven Diniz  
VP of Engagements

Namrata Rajaraman  
VP of External Affairs

Rithika Shivkumar  
VP of Internal Affairs

Avital Politi  
VP of Development

# TABLE OF CONTENTS

- 4 OUR MISSION
- 5 HISTORY OF CYC
- 6 FALL 2021 IMPACT
- 7 PAST CLIENT SPOTLIGHT
- 8 CURRENT ENGAGEMENTS
- 9 ENGAGEMENT SPOTLIGHT
- 10 VOLUNTEERING INITIATIVE
- 11 OUR MEMBERS
- 12 ALUMNI
- 13 CORPORATE SPONSORS

# OUR MISSION

CYC provides pro-bono consulting services to small businesses in the Raleigh area. Our organization strives to empower small business owners and drive change in our community by creating inclusive opportunities for collaboration between NC State students and the broader Raleigh community.

Engagement teams create and execute recommendations that strengthen and grow our clients' businesses. CYC provides students with the opportunity to gain hands-on business experience and develop skills that prepare them for their future careers, while business owners receive direct, hands-on support and strategy to ensure their long-term growth.



**PLAN**



**EXECUTE**



**EMPOWER**

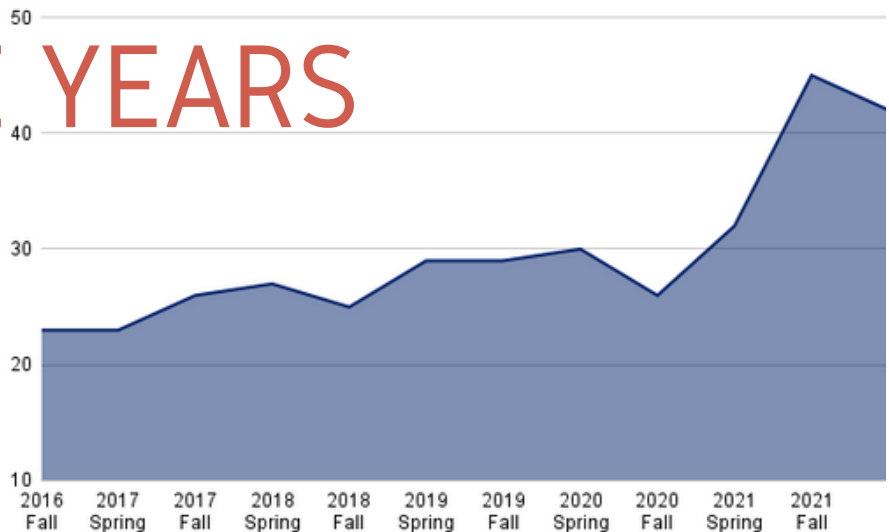
# HISTORY OF CYC

CYC was founded in February 2013 by a group of undergraduates from the Haas School of Business at the University of California, Berkeley. Since our organization's founding, we have rapidly grown into a national organization, with over 25 chapters at top schools across the country.

The NC State chapter was established in 2016 by Hunter Davis and Tanner Purvis. Since its founding, the chapter has worked with over 40 clients in areas such as strategy, finance, customer experience, brand design, marketing, sales, operations, technology, and organization.

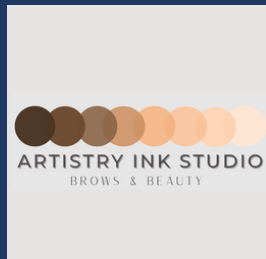
## CYC MEMBERSHIP OVER THE YEARS

Since the birth of our chapter in 2016, we have grown to 40+ members and counting!



# FALL 2021 ENGAGEMENTS IMPACT

Last semester we completed 7 engagements, and provided each with the following deliverables:



**Artistry Ink Studios**  
Marketing Strategy,  
Recruitment and Training



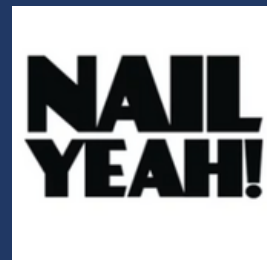
**Adara Spa**  
Pricing Analysis, Business  
Process Management,  
Employee Scheduling.



**Crest DTX**  
Industry Analysis, Product  
Development, Market  
Research, Partnerships



**HERitage Wines**  
Financial Modeling, Business  
Structure and Location



**Nail Yeah!**  
Brand Management,  
Recruitment and Training



**TimesUp!  
Escape Rooms**  
Website Analytics,  
Marketing Strategy,  
Software Implementation



**Thriving on the  
Spectrum**  
Marketing Strategy,  
Feedback Analysis

# PAST CLIENT SPOTLIGHT: 321 COFFEE



CYC would like to highlight a local small business and former client that is growing faster than ever before!

321 Coffee was founded by 2 NC State Park Scholars to increase employment of people with disabilities, and to encourage other companies to work towards inclusion. They currently employ over 30 adults with intellectual and developmental disabilities who roast the brand's coffee, offer a full-scale espresso menu, and partner with over 50 different coffee suppliers.

Throughout our engagement, CYC helped research different business structures to best set up 321 Coffee to achieve their goals. This year they are on track to open 3 new locations!

To learn more about 321 Coffee and find their locations, visit [321coffee.com](https://321coffee.com)



# CURRENT ENGAGEMENTS



Industry: Digital Therapeutics



Industry: Spa



Industry: Chocolate



Industry: Health and Wellness



Industry: Recreation



Industry: Local Art and Gifts



Industry: Restaurant



# ENGAGEMENT SPOTLIGHT: EXCELLASE

Excellase was founded by Noushi Haeussler to fill a gap in the laser hair removal market. Noushi believed she could offer exceptional service and customer experience by combining knowledge from her engineering degree and MBA. Her main goal is to help customers feel like their best self.



The CYC engagement team, led by Natalie Yeung, developed recommendations for hiring, onboarding, and automating business processes. They recommended positions to create in the business, curated job postings, and compiled onboarding documents for new hires. The team saw over 12 applications roll-in at the launch of the job postings!

The team also implemented an appointment scheduling software which would automate administrative tasks and allow Noushi to focus her time on providing services and building relationships with her clients.



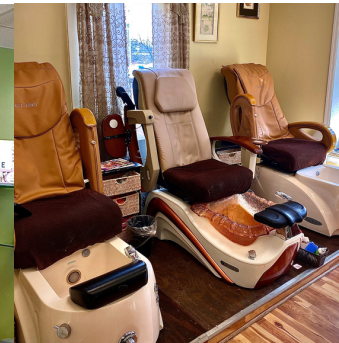
We loved working with Noushi because she was so willing to let the CYC team take the reins and dig deeper into the business. She wanted to make sure that the engagement deliverables also provided professional development for the team. The team and I learned so much about a unique industry and the nuances of running a small business.

Natalie Yeung, Engagement Manager



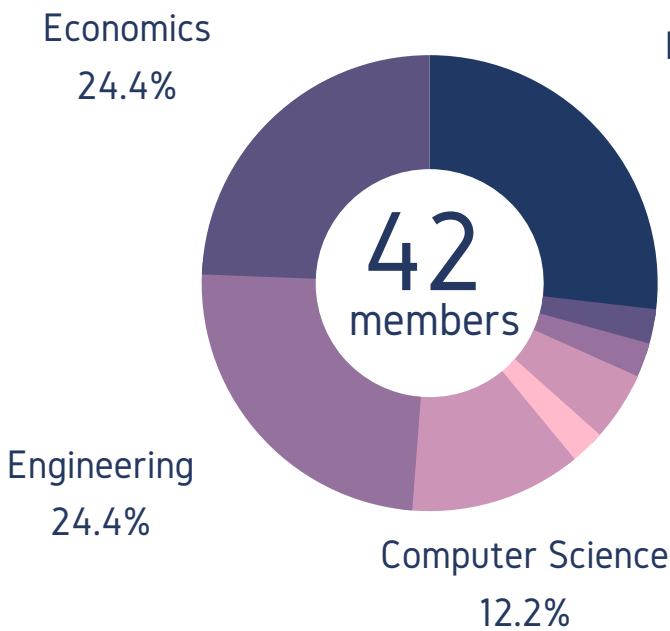
# VOLUNTEERING INITIATIVE

Our volunteering initiative was launched in the Fall of 2020 in an effort to maintain our relationships with and impact on the clients we work with beyond the termination of their engagement. So far, we have volunteered with 7 clients through monthly volunteer projects.



This semester, we volunteered with Adara Spa and participated in Service Raleigh, an annual city-wide day of service. We helped Adara Spa with content creation and marketing on social media. During service Raleigh, we helped with yard work to clean up Penny Road Elementary School.

# OUR MEMBERS



## GENDER IDENTITY

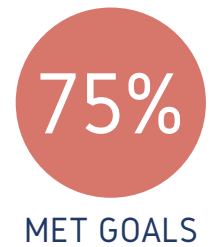


Biochemistry  
2.4%

Human Biology  
4.9%



## GRADUATION YEAR



## Internships



## Favorite Vacation Spots



# ALUMNI



Morgan Stanley



CYC made me realize how passionate I am about problem solving. Whether it be in the traditional consulting firm sense or as a product manager, I am constantly looking for ways to solve problems experienced by my customers. CYC was a safe place for me to learn and experiment when I was unsure of my next steps.

Ali Orringer, Product Manager at Ticketmaster



# CORPORATE SPONSORS

## Deloitte.

Deloitte provides industry-leading audit, consulting, tax and advisory services to many of the world's most admired brands, including nearly 90% of the Fortune 500 and more than 7,000 private companies.



EY (Ernst-Young) is a global leader in consulting, auditing, assurance, advisory, risk, human capital, tax and transaction services. EY is one of the largest professional services networks in the world.

## NTT DATA

NTT DATA is a trusted global innovator of IT and business services, headquartered in Tokyo. They help clients through consulting, industry solutions, business process services, IT modernization and managed services.

# THANK YOU!



CONSULT YOUR COMMUNITY AT NC STATE  
SPRING 2022