

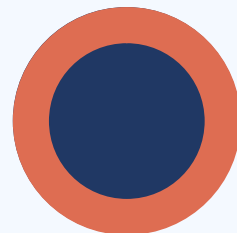


NC STATE
UNIVERSITY



Impact Report

Fall 2022



Dear Sponsors, Community Partners, Supporters, and Friends,

As the Fall semester of 2022 is finished, Consult Your Community at NC State would like to sincerely thank you for your continued support of our organization. We are proud of our accomplishments, and are excited for future growth. In the past 5 months, we have successfully completed 7 engagements and accepted 16 new members, the largest class in our chapter's history.

This semester, our clients represented a wide range of industries, including thrift stores, health and wellness, nonprofits, and retail. Our members were immersed in a wide array of opportunities to solve complex business problems, highlighted 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 our community and expand our outreach. These efforts include our first Small Business Fair 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. Additionally, we're excited to announce transitions in our leadership team as some of our members graduate and advance into the industry.

We want to thank you for continued support, as our initiatives would not be possible without you. Please keep up with us at cycncstate.org.

Warm regards,

President
Karis Dean

VP of External Affairs
Namrata Rajaraman

VP of Internal Affairs
Natalie Yeung

VP of Development
Rucheer Dave

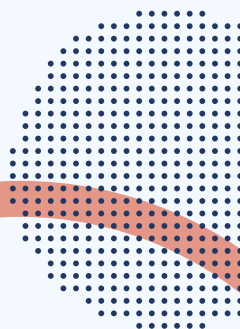
VP of Engagements
Steven Diniz





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Our Mission

Consult Your Community provides pro-bono consulting services to small business in our Raleigh community. We strive to empower small business owners and drive local change through inclusive collaboration.

Engagement teams create and implement recommendations that strengthen and grow our clients' businesses with guidance from top-tier consulting firms.

CYC equips students with hands-on experience and skills that prepare them for future careers, while helping business owners grow their companies.



The History of CYC

Consult Your Community is a national organization that has grown to over 25 chapters in top schools across the country since its beginning at the University of California, Berkeley in 2013.

Since the establishment of the NC State Chapter in 2016, we have become one of NC State University's most successful and recognizable student organizations. We have served over 55 businesses from the following industries: food/beverage, startups, retail, nonprofits, professional services, and digital therapeutics, healthcare, and more.

“ I learned a lot of hard and soft skills in CYC over my three years in the organization, but more than anything I learned how to show up for my personal and professional network in a way that built my reputation as someone who is dependable, can solve tough problems, and is always willing to lend a helping hand. ”

KATHRYN SHARPE, DELOITTE

Our alumni have gone on to work at...



Small Business Fair

CYC put on our first ever Small Business Fair to support 10+ local small-businesses from industries including art, nonprofit, health & beauty, jewelry, fashion/textiles, and pet products!

We invited these local vendors to NC State's campus to help them reach college students and also help students shop local right in their backyard!

With support from the Carolina Small Business Development Fund, we were able to cover all the set-up costs, pay for a local food truck, and host the businesses free-of-charge.

*Special thanks to the:
and all the businesses
involved!*



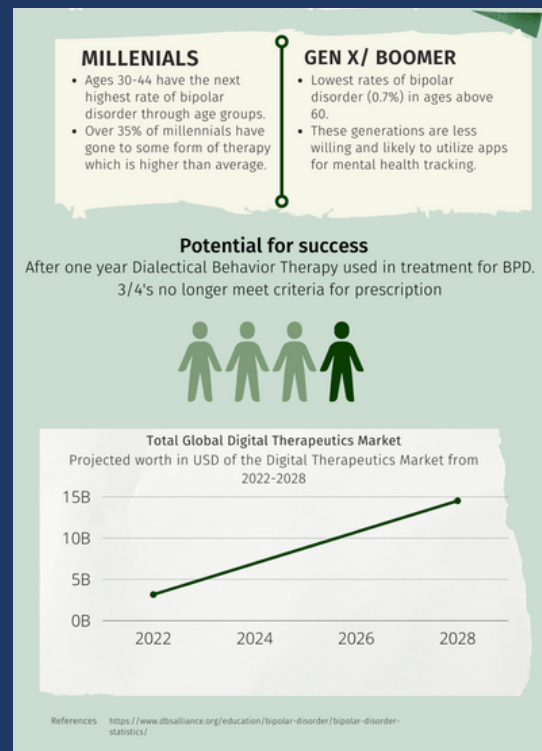
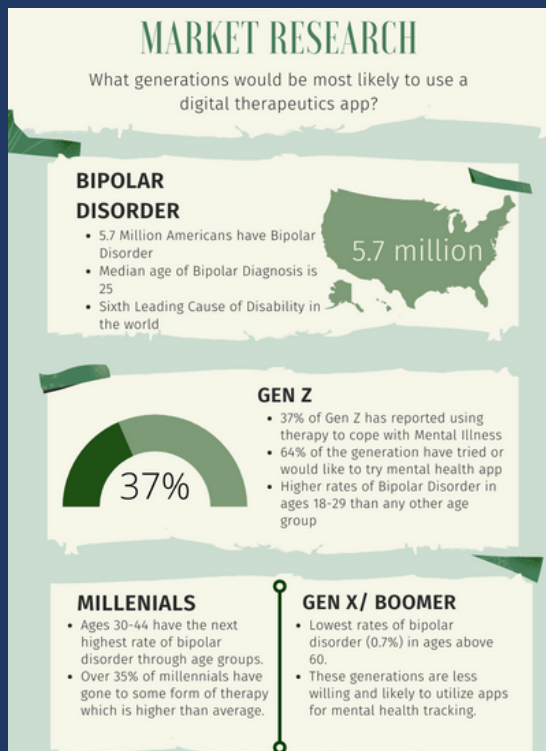
What participants had to say:

“ The small business fair was a fantastic way to expand the outreach of my small business across campus. Students were engaged and interested to learn about the different booths, and sales were flowing in regularly which was amazing. I would definitely participate in this event again to showcase my products! ”



Spring 2022 Engagement Impact

One of last semester's engagements, Crest Digital Therapeutics, was founded when Steve Hamm identified an unmet need for therapies in the mental health space. With over 25 years of experience in both pharmaceuticals and technology, he hopes to develop alternative methods to treat bipolar disorder. In the early stages of his startup, the CYC team helped with product development, market research, and designed a pitch deck for investors.



Since the engagement's conclusion, Steve has been able to utilize the pitch deck, product mock ups, and market research in his presentations to investors with great responses.



Fall 2022 Engagements

This semester, we worked with seven engaging clients with a diverse set of business challenges from the following industries: consumer products, health & wellness, cosmetics, food & beverage, medical devices, non-profit, and environmental sustainability.



Gathering Gallery

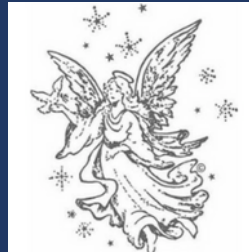
- Developed a financial guidebook
- Identified cost reductions through financial modeling
- Compiled a SEO guidebook to boost website visits



New Leaf
Behavioral Health

New Leaf

- Used market research to identify the target audience
- Developed a marketing strategy and created materials to facilitate strategy implementation



Guardian Angel

- Created a guidebook about endowment grants
- Improved the website and enabled online donations
- Developed a volunteer program



Excellase

- Identified marketing strategies for local clientele
- Recommended social media improvements to promote a more cohesive brand and online presence



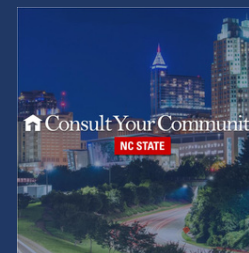
Backpack Butter

- Suggested go-to-market channels from analysis
- Developed cost analysis calculator
- Created a guidebook for website's cohesive branding



Azurelise

- Designed an automated mapping tool for orders
- Connected in-store inventory to the website
- Developed a subscription model to increase revenue



CYC at NC State

- Re-designed pitch deck for corporate partnerships and client acquisition
- Built a budgeting tool
- Developed a tiered system for corporate partnerships





Engagement Spotlight

Chloe Richardson became passionate about creating healthy treats as an structural engineering undergraduate student at NC State. Her favorite and most popular treat was a fruit spread made out of oats, peanut butter, strawberries, bananas, and apple sauce. After graduating, Chloe expanded this hobby into her business, Backpack Butter, which sells both the original spread and a variation of the spread as pet treats.



“ My time at CYC has been awesome! My team has been very hands-on and helpful with tailoring deliverables to meet my needs. I’m so lucky to have a great group of young individuals dedicated to fostering the growth and development of my new start-up. I hope to work with CYC in the future again as they have been a tremendous asset for me as I navigate the entrepreneurial business world. ”

Chloe Richardson



Volunteering in the Community

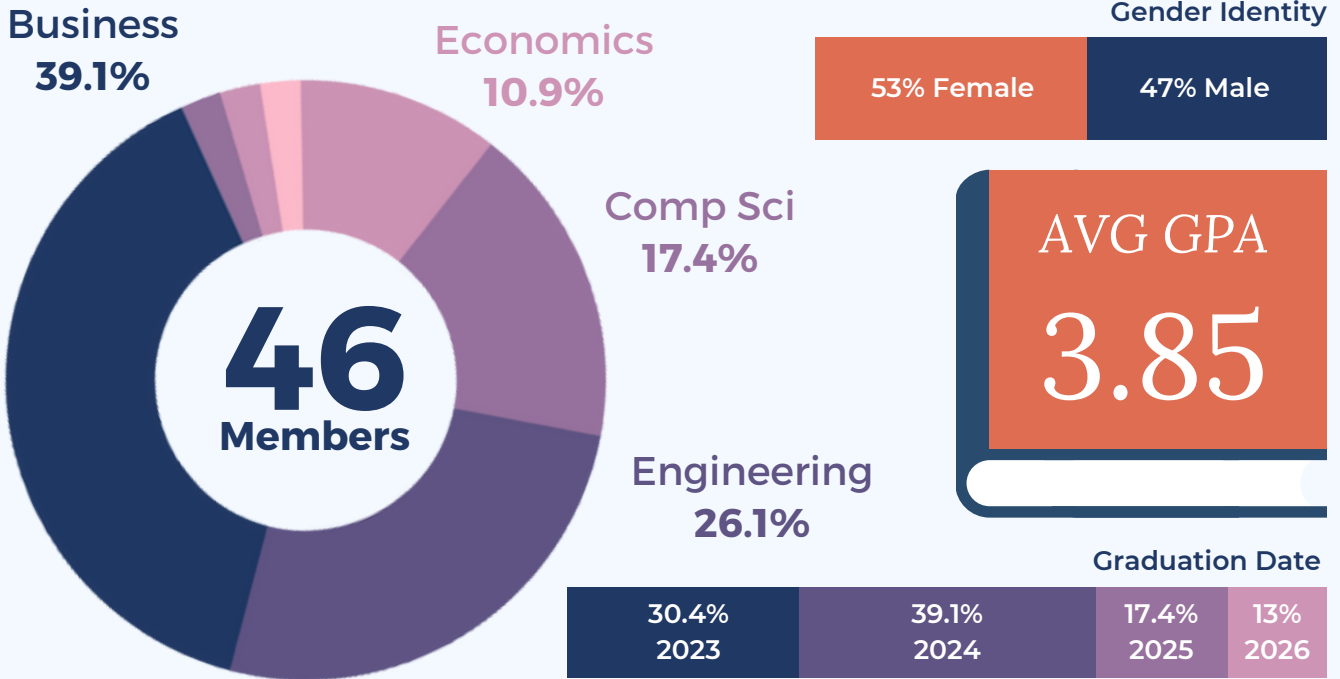


Aside from our engagements, we also go out into the community to volunteer once a month. We use this opportunity to further our service and help local businesses in more ways than consulting.

This semester we volunteered with Sew Crafty for Boomerang Bags! Sew Crafty works directly with a past CYC client, Don't Waste Durham. Our team of volunteers helped them create reusable bags out of old t-shirts by sewing shirts, ironing logos, and sorting bags.



About Our Members



New Members



After our recruiting cycle at the beginning of this semester, we invited 16 new members to join our organization, our largest incoming class so far!

Represented are 3 Park Scholars, 2 international students, and 1 master's student.

Our members are excited to intern and start full-time positions at the following companies this summer!



Recruitment Team Feature

We'd like to shoutout our recruitment team for all the hard work they put into recruiting new talent every semester! The recruitment team represents CYC at involvement fairs, hosts information sessions, facilitates interviews, crafts the group case study, compiles new member trainings, and much more.

The team is lead by **Vice President of Internal Affairs Natalie Yeung**, and the members are **Elaine Wolochuck, Raif Turner, and Ethan Spence**.



“ I love being on the recruitment team because I get to work with such positive and dedicated individuals every week. I love representing CYC at school-wide events, and I enjoy making connections with the new members as they get adjusted to being a part of CYC. ”

Elaine Wolochuck



Corporate Partners

Consult Your Community at NC State is incredibly grateful to our corporate partners, Deloitte and EY, for their continued support of CYC. They have worked with us to conduct workshops and provide insight, leading to increased engagement and CYC's success!



Deloitte.



**RISK MANAGEMENT
WORKSHOP - DELOITTE**

Deloitte conducted a CYC-tailored workshop to identify risks in the scoping process and throughout an engagement. Students could assess their client's needs and anticipate potential challenges in their engagements.



EY



**SCOPING WORKSHOP
& CHECK-IN WITH EY**

Our engagement teams talked through the scoping process and any challenges the engagement was facing. Ultimately, this led to stronger scoping and the success of our client engagements.



**THANK
YOU!**



CYC