

 Consult Your Community

# IMPACT REPORT

FALL 2021

*Empowering small businesses across Raleigh*



# 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 the Fall 2021 semester is finished, we would like to reflect on the work we are proud to have accomplished and look toward future growth. Over the past 5 months, we accepted 15 new members and completed 7 engagements.

This semester, our clients represented a wide range of industries, including health and beauty, digital therapeutics, entertainment, cosmetics, and technology. This gave our members a wide range of opportunities to solve complex problems, some of which you can gain insight into later in this report.

Our team is so proud of the resilience of our members and our clients as they have collaborated and adapted during the Covid-19 pandemic. Across CYC, we transitioned to a more in-person format, welcomed more new members than any previous semester, and tackled fundraising initiatives to expand our impact on our community.

In this report, we want to highlight the impact that CYC has been able to make over this past semester. We hope that you are able to learn more about our organization and our engagements.

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

Warm regards,



## CYC NC State Leadership Team

Karis Dean

PRESIDENT

Alex Dixon

VP OF ENGAGEMENTS

Rithika Shivkumar

VP OF INTERNAL AFFAIRS

Avital Politi

VP OF DEVELOPMENT

Anabel Russo

VP OF PUBLIC RELATIONS

Namrata Rajaraman

VP OF EXTERNAL AFFAIRS

# What We Do





# Values & Mission

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CYC organizes diverse student teams to help solve problems for local business owners in the Raleigh area. We focus our services on under-resourced women-owned and minority-owned small businesses and nonprofits. We pride ourselves in our mission to give back to the Raleigh community while also giving students the opportunity to solve real business problems, meet with clients, and work alongside a diverse group of high-achieving peers!

“

CYC has been an unexpectedly delightful journey for me. I joined to grow professionally, but left as a better person with amazing friends and knowing I made a positive impact on several mission-driven small businesses.

Alex Dixon, Vice President of Engagements

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this semester we  
have spent over  
**2,250**  
hours on volunteer  
work



# History & Growth

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## HOW WE STARTED

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. In just four years, our chapter has become one of NC State University's most successful and recognizable student organizations. We have served over 30 businesses in the following areas: food/beverage, startups, retail, nonprofits, professional services, and more.

## OUR ALUMNI



“

CYC surrounded me with bright minds and gave me exposure to different career paths, even outside of consulting.

-Tony Menarchy, Alumni

”



# Spring 2021 Engagements



Deliverables: compiled vendor analysis including individual analyses, pricing comparison, and salon examples, Key Performance Indicator guidebook and excel template, handoff document including web vendor analysis, competitor web design analysis, and Adara Spa design suggestions.

“

Please know, the services you are providing are invaluable. I know I would have never been able to afford what you have done for me. You all are doing such a phenomenal job. Please never lose sight that you have helped my business grow beyond what I could’ve done alone. You are the team I could not afford and the expertise I needed. I don’t know how I was fortunate enough to land on your radar. All I can say is thank you for a job well done and thank you for taking it so seriously.

- Sundrae Miller, Owner

”



Deliverables: Complete website redesign that has already been implemented.



Deliverables: Market research breakdown, advertisement strategy, tik tok growth strategy, outreach strategy with points of contact from NC State.



# Spring 2021 Engagements



Deliverables: Shield NC Impact Report, website redesign, brand design suggestions, email templates, data-driven strategy to improve donations.



Deliverables: Search Engine Optimization guidebook, full social media content calendar, marketing research, salesforce forms and report suggestions.



Deliverables: Instagram profile analysis, collaboration timeline, potential collaborators, advertising suggestions.



Deliverables: Brand book, social media strategy, letter head template, full social media calendar with multiple platforms.



# Current Engagements

This semester, we enjoyed working with 7 unique & engaging clients to advise on a large array of differing business dilemmas. Check out the industries we worked with and the scope of our projects!



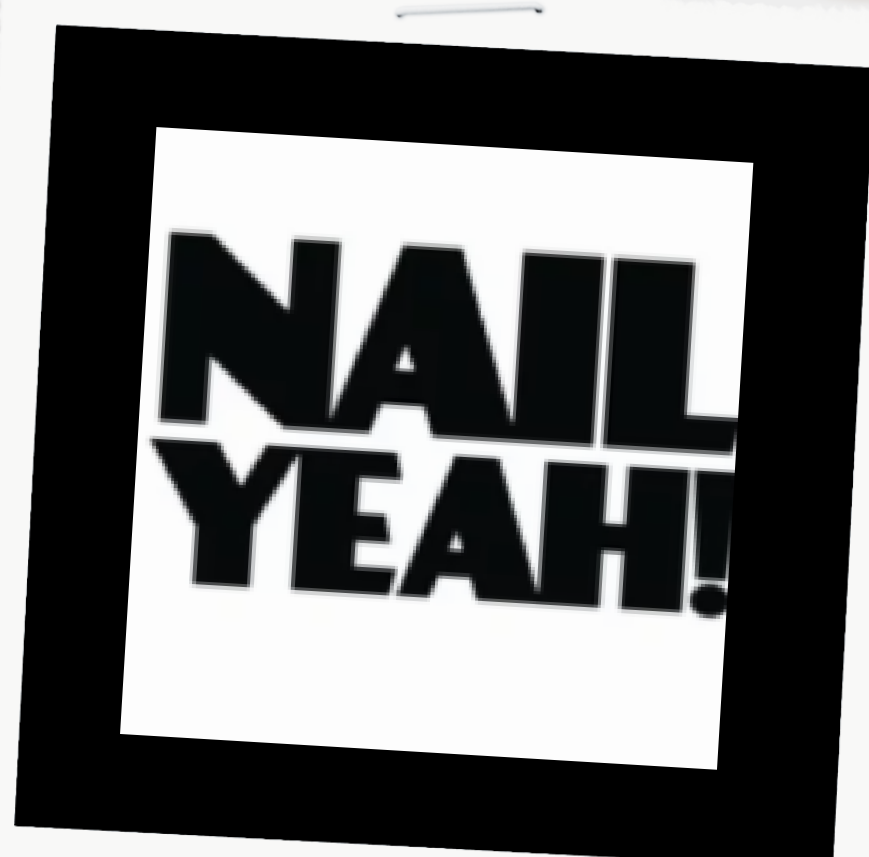
Industry: Spa  
Scope: Recruitment and Training, Marketing Strategy



Industry: Health, Technology  
Scope: Go-To-Market, Industry Analysis, Product Development



Industry: Mobile application, Productivity  
Scope: Feedback Analysis, Marketing Strategy



Industry: Spa  
Scope: Brand Management, Recruitment and Training



Industry: Spa  
Scope: Revenue Modeling, Recruitment and Training, Employee Utilization



Industry: Entertainment, Escape Room  
Scope: Web Analytics, Data Analytics, User Interface

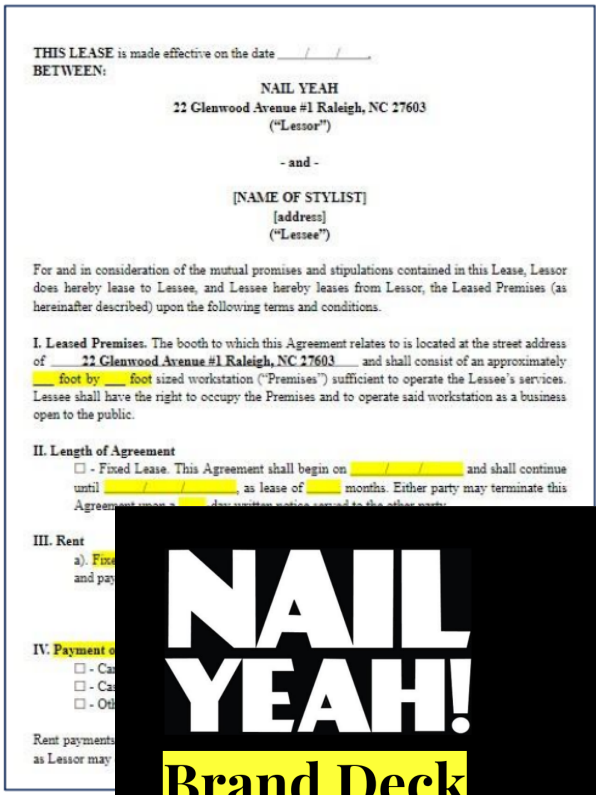
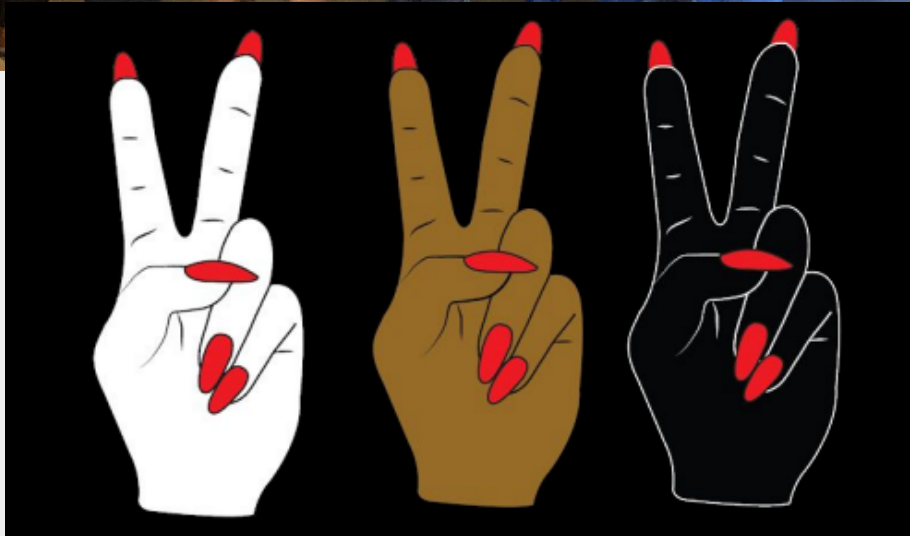


Industry: Retail  
Scope: Structuring and Location, Financial Modeling



# Engagement Spotlight

Nail Yeah! is a nail salon in Raleigh. Crystal, the owner, has always dreamed to be an independent business owner and loves doing nails. She provides several different nail services, and prides herself on using all natural products with no chemicals or toxins. She also sells her own product line w different products like cuticle oil and nail scrubs that are organic and natural.



The scoping process was the most challenging part of the engagement. Small business owners are often operating at full capacity on their own. Angelina Marreddy, the EM of the project, guided the scoping process by defining exactly what CYC does and figuring out a way we could help based on all the information gathered from conversations with the client. Defining pain points and long term goals, CYC was able to prioritize Nail Yeah's needs.

The team created two deliverables: a brand deck, which Nail Yeah! can use to pitch their business to investors, as well as a leasing handbook which will serve as an organized template that Crystal can use when leasing her space.

“This engagement taught me that leadership takes a lot of planning, effort, and dedication. Even though this engagement went smoothly, I still learned so much about client communication, time management, scheduling, and how to communicate as a leader. I especially enjoyed being able to connect with the client in person.

Angelina Marreddy, EM

”



# Volunteering Initiative

This initiative was started by our VP of Development in an attempt to prolong our relationship with and impact on the small businesses we work with. Since the start of this initiative last semester, we have partnered with several past clients to set up monthly group volunteering opportunities for our members.





# Fundraising

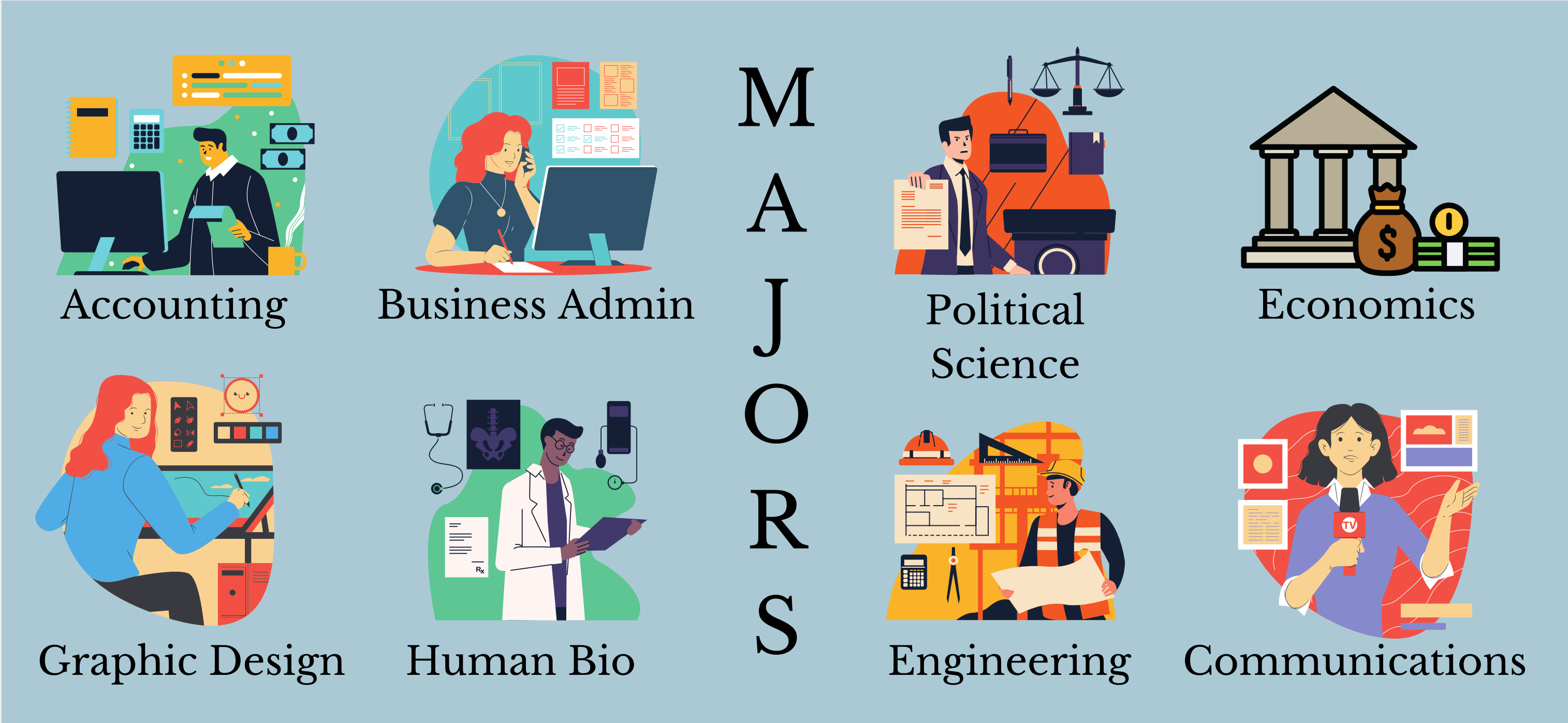
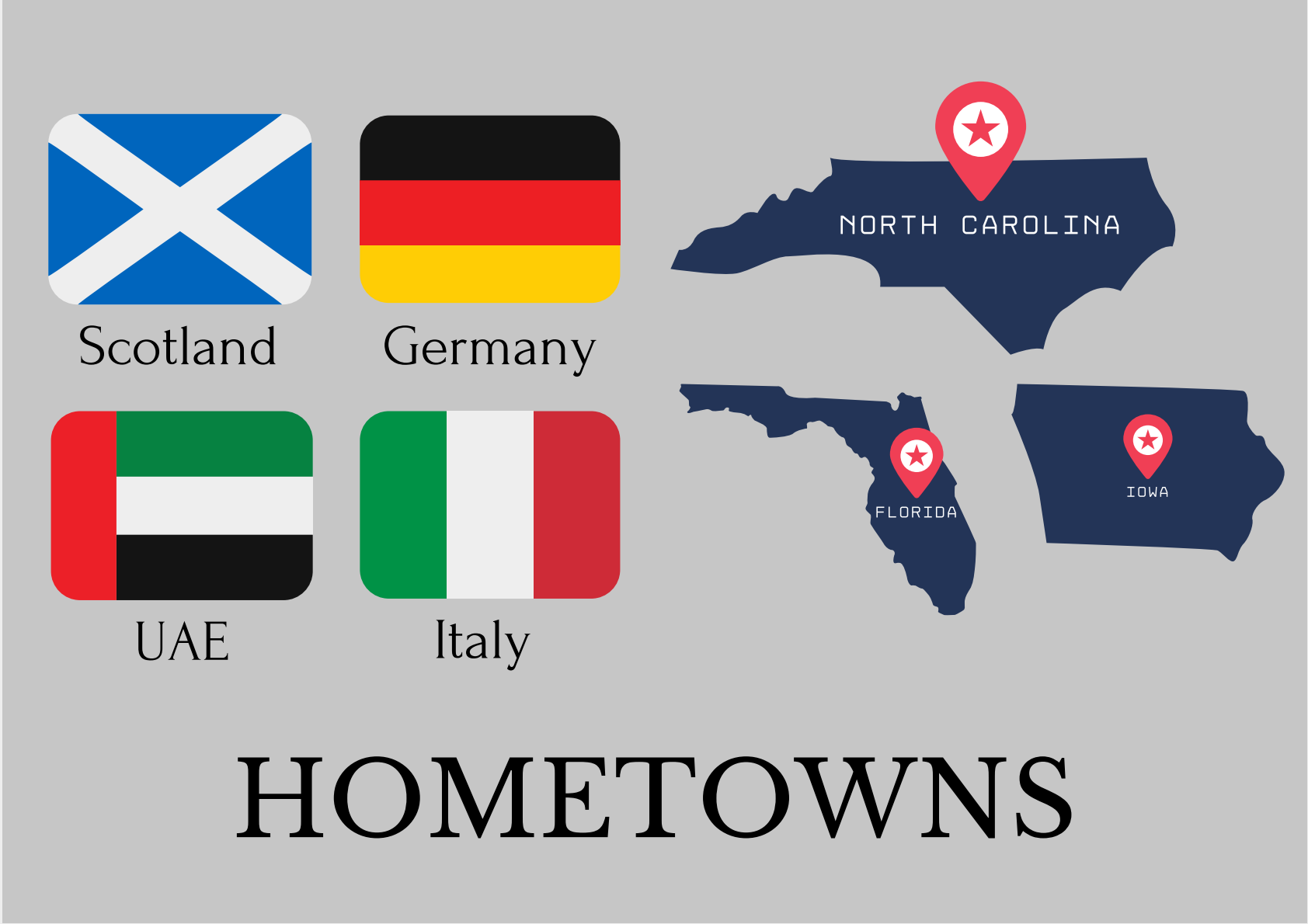
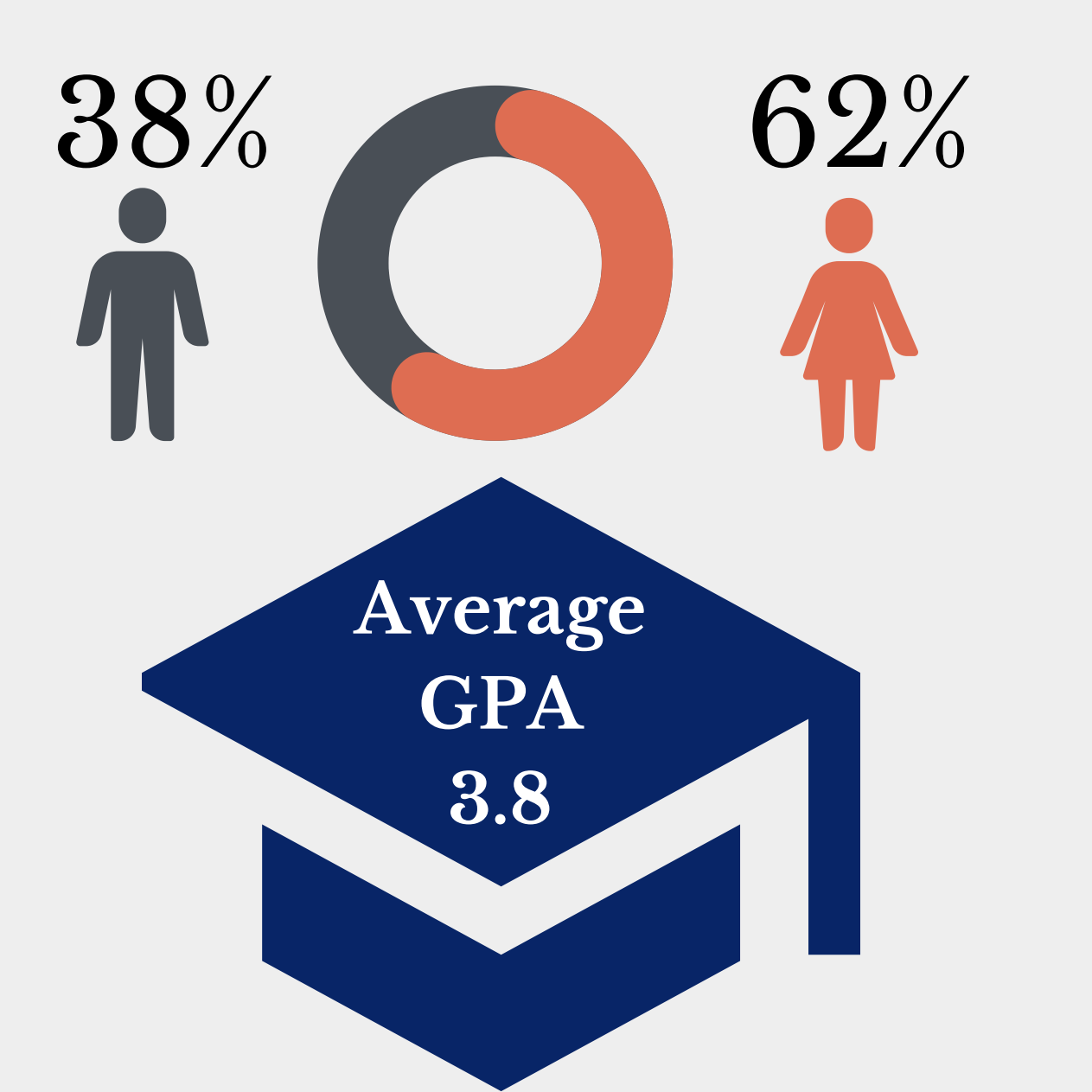
CYC NC State a single chapter of an organization that operates in over 30 universities across the country. This semester, CYC Nationals kickstarted a fundraiser to drive ambitious plans such as developing a grant-writing program, providing chapters with a suite of tools such as legal guidance to enhance client experiences, and expanding national small business internship program. As a chapter, we felt as though our positive impact on small business nationwide can be expanded greatly.

Our NC State chapter alone raised \$2,299 towards this initiative. We created an inner-chapter competition, hosted a headshot day where we charged people \$2 for a headshot, and reached out to everyone we knew through emails, social media, billboards, and flyers.





# Our Members



58% of our members said that they were able to meet their personal goals with our goal-setting initiative this semester.

“

Being able to get involved with CYC as much as possible and finding a community of people to talk to and reflect with really motivated me.

Milli Crouch, BA

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# Building Careers

01 Problem Solving Skills

02 Teamwork

03 Community Passion

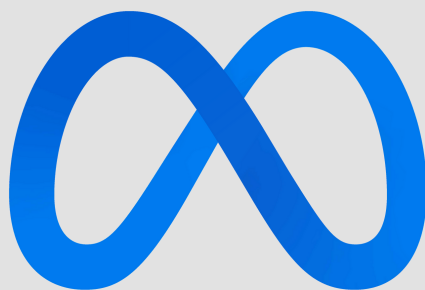
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The EY partnership, career meetings, and early access to recruiters helped me learn about many different roles as well as find opportunities I am interested in.

Lulu Holtz, BA

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Our members are excited for Summer 2022 internships at:





# Just for Fun



Our favorite cuisines around the world

We think these trends need to go...

Chunky Sneakers

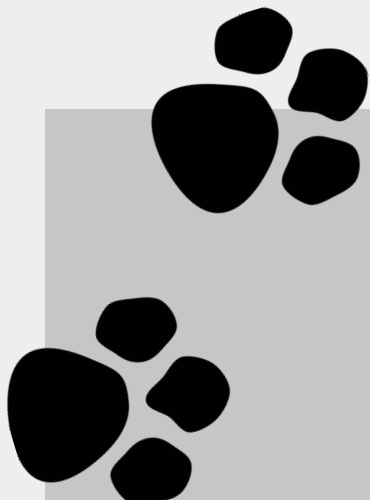


Socks & Sandals












Low Rise Jeans





And most importantly... a special shoutout to some of our four legged friends :)





CONSULT YOUR COMMUNITY

# Corporate Partners

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**Deloitte.**



**NTT DATA**

Thank you for all your support!