

Appendix 1: Bronx Business Tech Incubator periodic report survey outcome

ID	Start time	Completion time	What is your business name?	Name of business owner?	What type of business is it?	How has the pandemic affected your business during the 1st quarter 2021	Have you applied to any financial relief programs offered by the Federal or local Government?	If you applied to any financial programs offered by the Federal or local Government, please write the name of the program(s):	How would you describe your current business situation? (2-3 sentences)	What other services are you interested in receiving?	We are planning to open the incubator in early summer, would you be interested in using the facilities?
1	4/11/21 18:21:57	4/11/21 18:25:11	Pit stop for veteransinc	Steven waters	Non-profit;	It has not affect my business at all;	I don't know where to apply for financial relief programs	None	I work from home right now. I am doing zoom meetings with clients as well as my assistant.	I'm most interested in receiving, financial assistance to get my business back on track;	Yes
2	4/11/21 19:37:38	4/11/21 19:41:40	Ramp Up Media	Wil Rampersaud	Technology;	My business has grown as a result of the pandemic because (explain below);;More businesses needed marketing and social media in order to adapt to a virtual environment.;	Yes, I have applied financial relief programs	Economic Injury Disaster Loan (EIDL)	Maintaining and thriving. We are paying special attention to the clients that we are currently working with to make sure they are scaling on track.	Grants for Sole Props / Newly formed LLCs. Business Model planning for pricing models.;	Yes
3	4/11/21 23:37:05	4/11/21 23:42:15	Worldwide Veterans and Family Services, Inc	Chaplain. Marisa Estrella	Non-profit;	I had to modify my business hours;	Yes, I have applied financial relief programs	SBA	Is a NFP	I'm most interested in receiving, financial assistance to get my business back on track;Grants;	Yes
4	4/12/21 4:18:07	4/12/21 4:21:26	VRstratagem Corp	Pablo Alvarez	Technology;	I had to reduce my staff (layoff or furlough);	Yes, I have applied financial relief programs	PPE	Slowly getting back into a routine, but client are scared to invest into Virtual reality do to lack of funding.	I'm most interested in receiving, financial assistance to get my business back on track;	No
5	4/12/21 6:29:09	4/12/21 6:34:03	Optimization with an Impact, LLC	Luis Taveras	Services;	It has not affect my business at all;	Yes, I have applied financial relief programs	PPP	I am working diligently on perfecting my practice.	None;	Yes
6	4/12/21 9:49:00	4/12/21 9:57:48	HT Business Solutions Inc	Heidi Torres	Services;Accounting Office;	I had to switch to online sales; had to modify my business hours;	Yes, I have applied financial relief programs	EIDL	We are currently working slowly. Tax season has not been the best so far. Several businesses have closed and therefore we have lost clients. We hope that everything improves for the good of all. God bless you.	Marketing ;	Yes
7	4/12/21 19:08:59	4/12/21 19:13:21	Sherman Creek Conservancy Inc.	Obed Fulcar	Non-profit;Environmental Conservation;	It had limited our capabilities of operations due to the quarantine restrictions. ;	Yes, I have applied financial relief programs	2020 SBA Covid Emergency Relief Grant	On hiatus.	Technical Assistance on how to reconnect and move forward.;	Maybe
8	4/12/21 19:15:57	4/12/21 19:19:48	Orcinus, Inc.	Vincent Navarro	Technology;	It has not affect my business at all;	No, I have not applied for financial relief programs	N/A	Business is stable, I have not lost or gained any new clients in the past 6-9 months. Most difficult part has been finding funding sources to grow my business.	Understanding funding sources and how to gain access to them;	Yes
9	4/12/21 21:38:48	4/12/21 21:50:12	The Detailed Press	Krishel Castellanos	Beauty;	I began my business during the first quarter;	No, I have not applied for financial relief programs		Currently in the process of rebranding and relaunching. Press on nails were a market necessity when the pandemic began. When establishments began reopening, it slowly began to die down & with it so did my interests. Taking what I learned from creating TDP, I'm currently working on a new business plan which both caters to the public & my interests.	I'm most interested in receiving, financial assistance to get my business back on track;	Yes
10	4/13/21 4:39:57	4/13/21 4:42:22	Learn Tech Teach	Khaitsa Wasiyo	Education ;Technology;	I had to modify my business hours; had to reduce my staff (layoff or furlough);My business has grown as a result of the pandemic.	No, I have not applied for financial relief programs		Re-organizing to scale	I'm most interested in receiving, financial assistance to get my business back on track;	Yes
11	4/13/21 12:22:26	4/13/21 12:25:19	Law Office of Wilfred Holness	Dr. Wilfred Holness, Esq.	Services;Technology;IP law firm;	I had to modify my business hours; had to close my business for some time;	No, I have not applied for financial relief programs		Improving	Need to become more technologically relevant;	Yes
12	4/14/21 4:21:08	4/14/21 4:25:57	Vividimagination Inc.	Branden Baskin	Education ;Technology;Services;	I had to switch to online sales;	Yes, I have applied financial relief programs	Emergency disaster loan	We had to pivot to a completely online model. The main concern is managing our new business model for services related to the shut down.	I'm most interested in receiving, financial assistance to get my business back on track;	Yes

Appendix 2: Bronx Business Meet-up flyer, event photos, attendee list

Bronx Business Tech Incubator

Exclusive Business Meet Up

Moderators

Jane MacKillop, Dean, School of Continuing and Professional Studies
Clarence Stanley, Regional Director, Small Business Development Center



Tuesday, January 26, 2021, 4-6PM

[Register here](#)

- Make the most of your [Business Tech Incubator](#) network.
- Share insights about your COVID business recovery.
- Pitch your products and sell your services.

Questions? BUSINESS.INCUBATOR@lehman.cuny.edu

Grid of 20 participants:

- Row 1: Samira Bahrami, Alix Camacho-Neri, Janemackillop, susan pillay
- Row 2: Kyana Beckles, Thelma Liverpool, Clarence Stanley - SBDC, Tyrone Freeman
- Row 3: Luis Cuneo, Azael Montejo Jr, Wilfred Holness, Gregory Pereira
- Row 4: Francis Sam, Carlos, Anita Hunt Van..., Joy Igbiniedion
- Row 5: Cassida Peters, iPhone, Heidi Torres, Julia Ottley Triniflavor Cre...

Participants (20)

Find a participant

- Alix Camacho-Neri (Host, me)
- Janemackillop (Co-host)
- Samira Bahrami (Co-host)
- Clarence Stanley - SBDC (Co-host)
- Anita Hunt VanDyke
- Azael Montejo Jr
- Carlos
- Cassida Peters
- Francis Sam
- Gregory Pereira **Ask to Unmute** **More >**
- Heidi Torres
- iPhone
- Joy Igbiniedion
- Julia Ottley Triniflavor Creations
- Kyana Beckles
- Luis Cuneo
- ...

yes no go slower go faster more clear all

Invite Mute All

Breakout Rooms - Not Started

Room 1 4

First Name	Last Name	Email	Business / Company	Website
Gregory	Pereira	urbanoutreach@aol.com	First Steps Urban Outreach, Inc.	https://childcaretrainings.com/
Azael	Montejo Jr	azael@optapp.io	OPTApp, Inc.	N/A
Tyrone	Freeman	freemantyrone00@gmail.com	Route to Excellence	N/A
Cassida	Peters	cassidapeters@gmail.com	Virtual Administrative Logistics	https://virtualadminlogistics.com/
Luis	Cuneo	lcuneo@mojavie.com	Mojavie	www.mojavie.com
Kyana	Beckles	kyanab@leverageassessments.com	Leverage Assessments	leverageassessments.com
Susan	Pillay	suepillay@aol.com	Susan pillay	www.susanpillay.com
Heidi	Torres Perez	htorres@htbusiness.solutions	H.T. Business Solutions	www.htbusiness.solutions
Wilfred	Holness	wholness@holnessip.com	Law Office of Wilfred Holness	www.holnessip.com
Joy	Igbinedion	joyigb760@gmail.com	AMJOY,LLC	www.amjoymart.com
Carlos	Hernandez Ayende	chernandez@htbusiness.solutions	H.T. Business Solutions	www.htbusiness.solutions
Jessica	Marcano	dastruggle@dastruggleisreel.com	N/A	N/A
Anita	VanDyke	houseoferos1@gmail.com	House of Eros Bridal Boutique	http://www.houseoferosbridalboutique.com
Julia	Ottley	triniflavor80@gmail.com	Triniflavor Creations LLC	www.triniflavorcreations.com
Thelma	Liverpool	rowenaq6@gmail.com	THANNI Holding Corporation	None
Tashan	Barclay	plcleaning2@gmail.com	Perfect Lady Cleaning	www.perfectladycleaning.com
Francis	Sam	yawsam@gmail.com	Beatitudes Ventures Inc	www.beatitudesventures.com
Mary	Caputo	marybarbara718@gmail.com	Help Marketing Services	www.helpmarketingservices.com
Sylvia	Cotoia	jetwayhvacservices@gmail.com	Jetway Heating Cooling And Refrigeration	www.jetwayvac.com

Appendix 3: Google My Business flyer, digital marketing for small business presentation

Complementary Webinar

For Bronx Business Tech Incubator ONLY

Google my Business

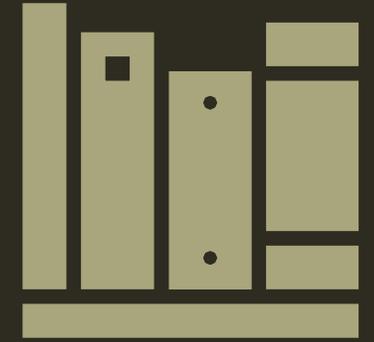
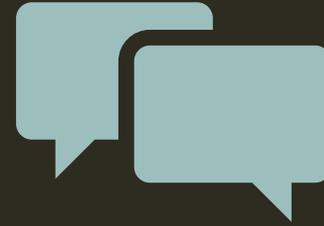
Presented by Dr. Goher Murtaza
Director of Continuing Education



Thursday, April 22, 2021
From 3:00PM – 4:00PM
[Register here](#)

World's most effective digital marketing tool for small businesses. According to Google, 97% of consumers search for local products and services, but only 37% of businesses have claimed a Google My Business local business listing on a search.

For questions, email us at: BUSINESS.INCUBATOR@lehman.cuny.edu



LEHMAN
COLLEGE

WORLD'S MOST
EFFECTIVE DIGITAL
MARKETING TOOL
FOR SMALL
BUSINESSES

Goher Murtaza, M.D., M.S., CPP.
Director of Continuing Education,
Lehman College, CUNY

WHY SHOULD YOU CLAIM YOUR GOOGLE MY BUSINESS ANYWAY?



Getting started with Google My Business

- **According to Google, 97% of consumers search for local products and services, but only 37% of businesses have claimed a Google My Business local business listing on a search**
- **Google learns about search habits of people and provide useful tools to organizations and businesses in response to what it learns about those search behavior.**

WHEN YOU'RE LOOKING FOR INFORMATION WHERE DO YOU GO ?

- **Unfortunately, we do not apply our online buying habits to learn about our programs visibility to potential students.**
- **Creating Gmail account for your organization and registering it as a business is the first step. It's easy and free!**



PUTTING YOUR DIVISION ON THE MAP



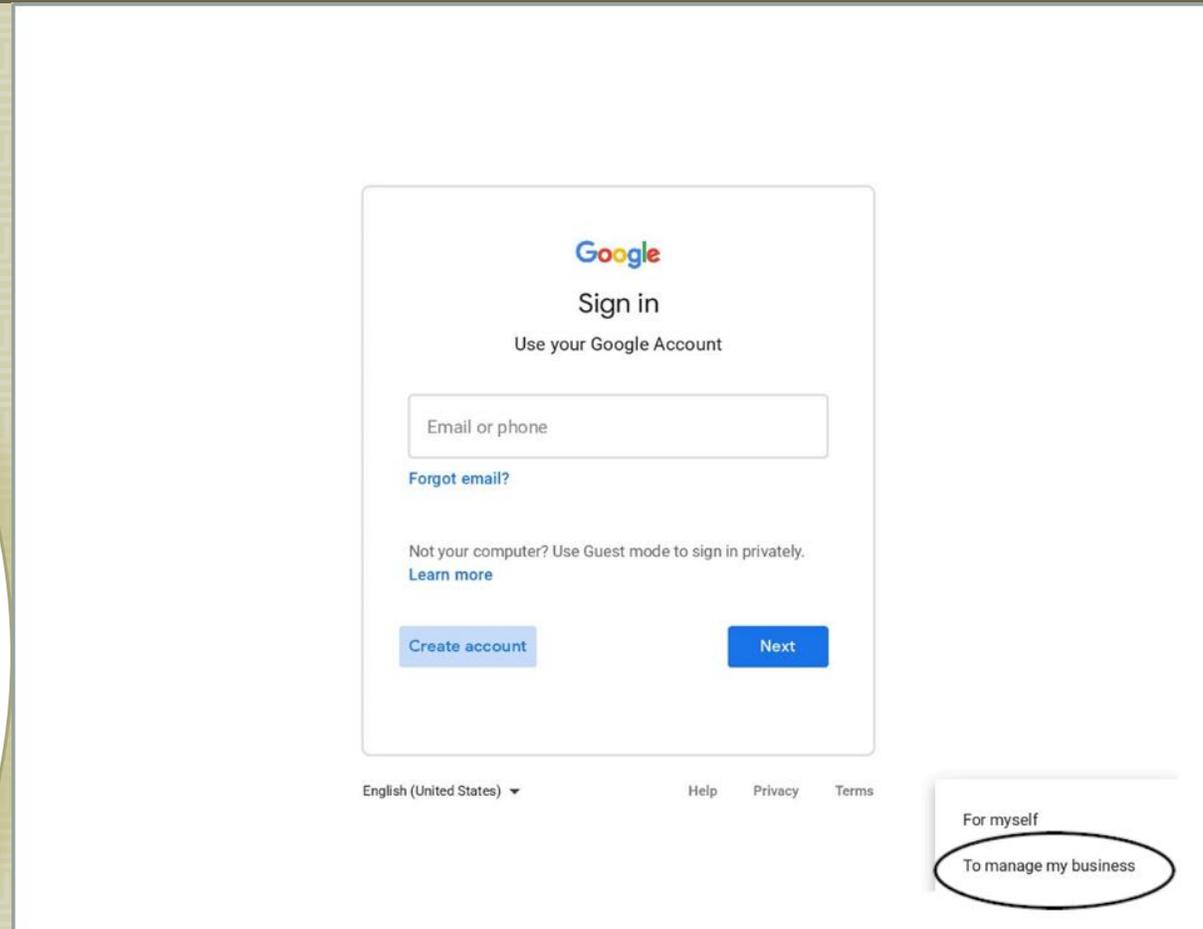
- **Google My Business offers everything you need for a potential students to find and register for your programs.**
- **Please remember that all of these efforts are generating traffic towards your website. It is similar to tracking a shipment.**
- **The tracking stops once the shipment arrives at your door step.**

HOW CAN I FIND OR CLAIM MY BUSINESS ON GOOGLE MY BUSINESS?

- **Claiming your GMB listing is quite simple. Before you get started, you need to set up a Google email account.**
- **If you don't use Gmail, you can register another email address as a Google account by visiting www.google.com/accounts**
- **When you click on [create an account](#) for your division on Google, DO NOT FORGET to choose [create account for my business](#).**



HOW CAN I FIND OR CLAIM MY BUSINESS ON GOOGLE MY BUSINESS?



REQUEST A VERIFICATION POSTCARD

Follow the steps below to use a computer to request a verification postcard:

1. Sign in to [Google My Business](#).
2. Choose the business you'd like to verify, then click Verify now.
3. On the postcard request screen, make sure that your address is displayed accurately. If it isn't, edit the address before you request your letter. You can also add an Optional contact name to help us get your postcard to you.
4. Click Send postcard.
5. Check the mail for your postcard. Most postcards arrive within 14 days. Do not edit your business name, address, or category, or request a new code while you're waiting. This may delay the verification process.



ENTER THE VERIFICATION CODE

To enter the verification code, follow these steps:

1. After you get your postcard, sign in to [Google My Business](#).
2. If you have multiple locations, open the location you'd like to manage.
3. Click Verify location from the menu, or click the Verify now button.
4. In the *Code* field, enter the 5-digit verification code from your postcard.
5. Click Submit.
6. If you didn't get a postcard, you can [request a new one](#).



HOW DO I GET INSIGHTS ABOUT MY GOOGLE MY BUSINESS PERFORMANCE?

- **Once you claim and verify your Google My Business listing, you can get lots of valuable insights about visitors who view your Google My Business listing. From the insights you can see:**

- 1. How many people visit your website**
- 2. How many people searched for driving directions**
- 3. How many people called you**
- 4. How many people viewed photos of your business**



How Do People Use Your
Google Business Listing?
Unlock Insights to Find Out

HOW DO I GET INSIGHTS ABOUT MY GOOGLE MY BUSINESS PERFORMANCE?

How Do People Use Your Google Business Listing?
Unlock Insights to Find Out

The screenshot shows the Google My Business dashboard for 'Duct Tape Marketing'. The dashboard includes a navigation menu on the left with options: Home, Posts (marked with a 'NEW' badge), Info, Insights, Reviews, Messaging, Photos, Website, Users, and Create an ad. The main content area displays the business profile for 'Duct Tape Marketing', which is verified. The profile information includes the phone number (866) 382-8273, the website URL http://www.ducttapemarketing.com/, the business category 'Marketing Consultant', and the hours of operation '9:00 AM - 5:00 PM'. The address is listed as '109 East Gregory Boulevard Kansas City, Missouri 64114...'. There are buttons for 'Manage photos' and 'Add virtual tour'. Below the profile information, there is a section for 'Your latest post' with a 'CREATE POST' button and a 'VIEW POSTS' button. The latest post is titled 'The Duct Tape Marketing Podcast was an ongoing show well before the recent podcast craze and as such has a large' and includes a 'LEARN MORE' link. The post was posted on Jun 26, 2017, and has 26 views.

ACCESS INSIGHTS FOR INDIVIDUAL LISTINGS



• Desktop

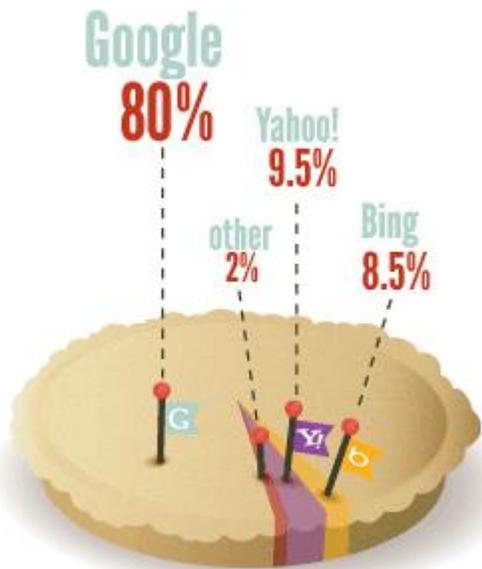
1. To access Insights for individual listings:
 2. Sign in to [Google My Business](#).
 3. If you have multiple listings, open the listing you'd like to manage.
 4. Click Insights from the menu.
- ## 5. Mobile
6. To access Insights for individual listings:
 7. Open the Google My Business app.
 8. Tap menu > Insights.

SEO(SEARCH ENGINE OPTIMIZATION)



- **SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results.**
- **Despite the acronym, SEO is as much about people as it is about search engines themselves.**
- **It's about understanding what people are searching for online, the answers they are seeking, the words they're using, and the type of content they wish to consume. Knowing the answers to these questions will allow you to connect to the people who are searching online for the solutions you offer.**

WHY DOES MY WEBSITE NEED SEO?



- While paid advertising, social media, and other online platforms can generate traffic to websites, the majority of online traffic is driven by search engines.
- Organic search results cover more digital real estate, appear more credible to savvy searchers, and receive way more clicks than paid advertisements. For example, of all US searches, only ~2.8% of people click on paid advertisements.

KNOW WHAT YOUR CUSTOMERS ARE LOOKING FOR?



- **Search queries—the words that users type into the search box—carry extraordinary value. Experience has shown that search engine traffic can make (or break) an organization's success.**
- **Targeted traffic to a website can provide publicity, revenue, and exposure like no other channel of marketing. Investing in SEO can have an exceptional rate of return compared to other types of marketing and promotion. Search engines are unique in that they provide targeted traffic—people looking for what you offer.**

KNOW WHAT YOUR CUSTOMERS ARE LOOKING FOR?



Google™

March 22, 2010 ObamaPacman.com

why do iphone
why do iphones **freeze**
why do iphone **apps crash**
why do iphone **apps stop working**
why do iphones **die so fast**
why do iphone **icons shake**
why do iphones **not support flash**
why do iphone **plans cost more**
why do iphones **cost so much**
why do iphones **drop calls**
why do iphone **icons wobble**

Google Search

I'm Feeling Lucky

UNDERSTANDING META TAGS



- Use the "description" meta tag
- Right click on your webpage and choose page source from drop down menu
- A page's description meta tag gives Google and other search engines a summary of what the page is about. A page's title may be a few words or a phrase, whereas a page's description meta tag might be a sentence or two or even a short paragraph. Like the `<title>` tag, the description meta tag is placed within the `<head>` element of your HTML document.

UNDERSTANDING META TAGS



```
view-source:www.ilfusion.com
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
  "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5 <meta name="description" content="Ilfusion Creative is a marketing
  firm based in Dallas - Fort Worth, specializing in website design and
  social media management." />
6 <meta name="keywords" content="ilfusion, fort worth, marketing firm,
  web design, social media" />
7 <title>Ilfusion Creative | Marketing, Web Design, Social
  Media</title>
8
9
10 <meta http-equiv="Content-Type" content="text/html;
  charset=utf-8" />
11 <link rel="alternate" type="application/rss+xml" title="Ilfusion
  Creative RSS" href="http://www.ilfusion.com/feed/rss.xml" />
12 <link rel="shortcut icon" href="/favicon.ico" type="image/x-icon" />
13 <link type="text/css" rel="stylesheet" media="all"
  href="/modules/aggregator/aggregator.css?B" />
```

UNDERSTANDING META TAGS



[Meta Keywords: How a Meta Keyword Plays a Small but Important Role ...](#)  

Meta keywords, or tags, are additional copy included in the HTML of your website . They help improve search engine marketing campaigns, especially with Yahoo ...

[www.wordstream.com/meta-keyword](#) - 25k - [Cached](#) - [Similar pages](#) - 

Use [WordStream](#) to assist your SE

Don't forget to use these **keywords** and the for your website. Use **WordStream's keyw**

[www.wordstream.com/improve-seo](#) - 23k - [Cached](#) - [Similar pages](#) - 

[More results from www.wordstream.com »](#)

This is the page's meta description tag.



ate meta keywords

SO NOW THAT PEOPLE CAN FIND YOU, WHAT'S NEXT?

- **Once people land on your website, it becomes your first impression. Because of this, you want your first impression to be the best it can be.**
- **It's vital to position yourself online with a strong, professional destination that gives customers the impression you mean business and the motivation to want to engage more with your business.**

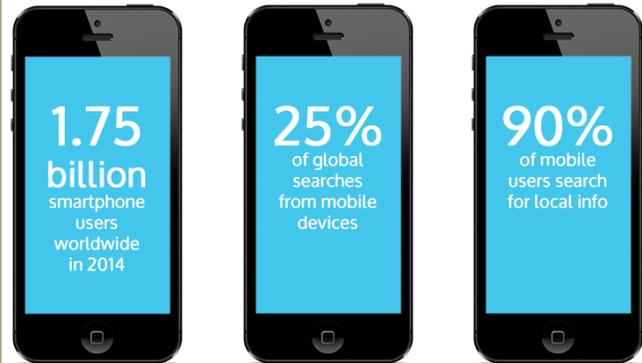


WHAT IS WORSE, NO WEBSITE OR BAD WEBSITE?



- **If you don't have a website, you're missing out on opportunities for customers to identify who you are and if they want to spend money with you. This said, if you have a bad website it is better to have no website. While no website equals missed opportunities, a bad website can actually be worse since it literally makes your business look bad.**

LOADING SPEED & MOBILE OPTIMIZATION IS CRITICAL

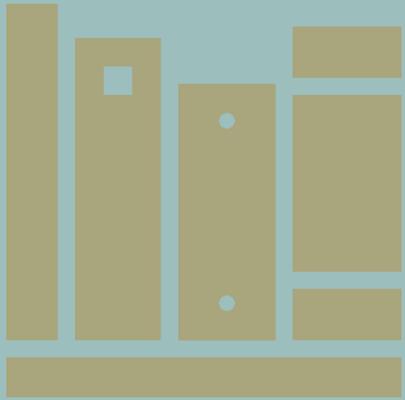


- With today's technology, people expect things to load immediately, or they'll probably throw in the towel three seconds later and never return. As a business, you don't want leads and prospects to think negatively of your brand just because your website is slow.
- Check Your [Site's Mobile Friendliness](#)
- Aside from a manual inspection of your site on a mobile device, an easy way to determine if your site is mobile friendly in Google's eyes is to check [Google Webmaster Tools](#).
- If you have submitted your site to webmaster tools, go to Search Traffic > Mobile Usability. Google will show you any errors that affect your site's mobile friendliness and the proper fixes.

RELATIONSHIP BUILDING IS THE KEY TO SUCCESS



- **When it comes to marketing, we understand how important it is to build a trusting relationship with current and potential customers.**
- **Although the term ‘digital’ implies that we are dealing with a machine, in essence digital marketing is no different to the traditional methods, where face to face relationships were key to success.**
- **Sure, we don’t have much face to face interaction, but at the end of the day we’re still dealing with humans (for now). If anything, the access to data should allow for better relationship building as we’re able to find out information about people, businesses and brands more easily than ever before.**



QUESTIONS OR COMMENTS

 Goher.murtaza@lehman.cuny.edu

 (201)208-7036

Appendix 4: Business restart/ recovery workshop flyer, business restart/
recovery workshop presentation



Business Restart/Recovery Series

Hosted by SBDC Bronx

<p>April 6, 2021</p>	<p>Part One:</p> <ul style="list-style-type: none"> ● Basics of Startup Development ● Attracting Your Target Market ● Navigating the Paper Trail ● Goal Setting and the Business Plan <p><i>Register Now:</i> https://lehman-cuny-edu.zoom.us/j/91234567890</p>	<p>9:00 AM - 12:00 PM</p>
<p>April 13, 2021</p>	<p>Part Two:</p> <ul style="list-style-type: none"> ● Branding Your Business ● Using Social Media for Your Business ● Website Essentials ● Government Contracts - M/BWE Certification <p><i>Register Now:</i> https://lehman-cuny-edu.zoom.us/j/09876543210</p>	<p>9:00 AM - 12:00 PM</p>
<p>For more info: www.bronxsbdc.org/workshops</p>		

To contact us directly, call 718.960.8806 or Email: sbdc.bronx@lehman.cuny.edu





Startup Business Series - Part 1

Hosted by SBDC Bronx

<p>April 15, 2021</p>	<p style="text-align: center;">Basics of Startup Development</p> <p>Participants will understand the steps needed and the factors to consider when starting a business that can still thrive during the pandemic. Participants will also understand how to research other businesses, products, and services to determine the viability of their business ideas.</p>	<p style="text-align: center;">9 AM - 10:15 AM</p>
<p>April 22, 2021</p>	<p style="text-align: center;">Attracting Your Target Market</p> <p>Participants will understand and be able to describe who they are targeting as potential clients and customers for their business so they can tailor their sales and promotional strategies to that specific group. Participants will also understand the multi-step process of capturing individuals from your target market and turning them into customers.</p>	<p style="text-align: center;">9 AM - 10:15 AM</p>
<p>April 29, 2021</p>	<p style="text-align: center;">Navigating the Paper Trail & Legal Aspects</p> <p>Participants will understand how to legally establish a business entity with their local government agency and the IRS; focus includes choosing business type, naming the business, incorporating, and registering for EIN. Participants will also understand the legal aspects of starting a business.</p>	<p style="text-align: center;">9 AM - 10:15 AM</p>
<p>May 6, 2021</p>	<p style="text-align: center;">Goal Setting & The Business Plan</p> <p>Participants will understand the role that having a business plan plays in the success of their business, and begin constructing each section of their business plans. Participants will develop realistic and measurable short and long-term goals for their business, financial projections, and begin to create a plan of action to successfully reach those goals.</p>	<p style="text-align: center;">9 AM - 10:15 AM</p>

For more information and to register: www.bronxsbdc.org/workshops



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Startup Business Series - Part 2

Hosted by SBDC Bronx

<p>May 13, 2021</p>	<p>Branding Your Business</p> <p>Participants will understand the elements of a brand and learn how to develop an attractive, trustworthy, relevant and consistent brand for their business that will attract more prospects. Participants will also understand trademarks and copyrights as it relates to their business.</p>	<p>9 AM - 10:15 AM</p>
<p>May 20, 2021</p>	<p>Using Social Media for Business</p> <p>Participants will understand how social media can be used to increase exposure and revenue for their business, and learn real-life social media marketing strategies they can begin using today. Participants will also learn how to save time and increase productivity by automating their social media marketing efforts and using online calendars.</p>	<p>9 AM - 10:15 AM</p>
<p>May 27, 2021</p>	<p>Website Essentials & DIY Workshop</p> <p>Participants will understand the need for a website, the key elements of an effective website, and how to collaborate with web designers and other professionals in the development of a website for their business. Participants will also learn how to create their own basic website for their business.</p>	<p>9 AM - 10:15 AM</p>
<p>June 3, 2021</p>	<p>Government Contracts - M/WBE Certification</p> <p>Participants will understand the logistics of government contracts, Request for Proposals (RFPs), MWBE certification, securing funding, bank programs, and grant opportunities.</p>	<p>9 AM - 10:15 AM</p>

For more information and to register: www.bronxsbdc.org/workshops



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Appendix 5: BBTI newsletter data, BBTI Newsletters November-March 2021

Weekly news & updates

Bronx Business Tech Incubator

December 2020 | Issue 1



The **Bronx Business Tech Incubator (BBTI)** along with the **Small Business Development Center (SBDC)** at Lehman College work intensely to support businesses in the county of the Bronx especially during unpredictable situations such as the one we are going through with COVID-19.

The purpose of this newsletter is to share with you information about free events that will help your business as well as resources about funding and more! ***Check them out!***

Upcoming Events

New York's SBDC provides business training to startups, entrepreneurs and small business owners across New York State. **Check out here** what is happening!

SBA - Mount Vernon Chamber of Commerce is having a free zoom talk about Marketing with Yahoo! **See flyer here.**
Wed. Dec 2 at 8am. Register here for the series of talks

NY Women in Business is offering a Free Webinar. **Thu. Dec. 3 at 12:00pm** - 12 LinkedIn ninja tricks you should master.
More Info and Registration

BOC Bronx Women's Business Center is offering a free webinar.
Thu. Dec 3 at 4pm - How To Complete A Business Plan. **Register Here**
Wed. Dec 9 at 5:30pm - City M/WBE

Crowdfunding

Kiva has expanded eligibility, increased the maximum loan size from \$10,000 to \$15,000 and introduced a six-month grace period on its zero-interest crowdfunded loans. **Support local business during the Coronavirus pandemic!**

Helpful Information

Worldwide Veterans and Family Services Inc. along with other organizations like God Bless You All call all ***Veterans***.

Food Pantry in Johnston, RI
Food and Clothes Pantry in Queens, NY
Food and Clothes Pantry in The Bronx, NY
Food Pantry in Manhattan, NY

Veterans Food Distribution at the

Certification. [Register Here](#)

Women Entrepreneur - WE NYC is offering a free workshop. **Mon. Dec 7 at 6:30pm** - Planning for a Profitable Business.

[Register Here](#)

Link to other free events with U.S. Small Business Administration - [click here](#)

Boots to Business (B2B) is an entrepreneurial education and training program offered by the U.S. Small Business Administration (SBA) - Offering webinars in December. Registration and more information [here](#)

FREE Accounting one-on-one's for Small Business Owners. FREE one-on-one Sessions With a CPA to discuss your Business Needs. Understand the financial & tax impact of EIDL/PPP, financial projections and strategies to create a financially sound business.

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Federal Grant Will Be Used to Fund Educational Opportunities that Train New Yorkers for In-Demand Jobs, Support Entrepreneurs, and Help Small Businesses Recover. [Read More!](#)

New! LISC Small Business Relief Grants - Rural Relief Small Business Grants. Next application applications must be submitted by December 6th. [Application Here](#)

Important PPP Forgiveness update. [Read more](#)

Bronx VA Medical Center

Introducing the NYC Small Business Resource Network

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Moving New York Forward: Business Reopening - [Click here for more information](#)

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New York Forward Loan Fund for

Educational & Recreational -

Commodities

New York Forward Loan Fund for

Financial - Consulting & Other Services

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December 2020 | Issue 2

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BOC Bronx Women's Business Center is offering a free webinar.

Tue. Dec. 8 at 2:00pm - Part II: Debt Management, Restructuring & Bankruptcy Considerations for Small Businesses. [More Info and Registration](#)

Wed. Dec 9 at 5:30pm - City M/WBE Certification. [Register Here](#)

Thu. Dec. 10 at 6:00pm - Guidance for Tax Season. Tips You Should Know!
[Register Here](#)

Sat. Dec. 12 at 3:00pm - Choosing Your Legal Structure & Protecting Your Assets.

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Crowdfunding

Kiva has expanded eligibility, increased the maximum loan size from \$10,000 to \$15,000 and introduced a six-month grace period on its zero-interest crowdfunded loans. **[Support local business during the Coronavirus pandemic!](#)**

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Support Services for Small Businesses to Renegotiate their Lease and Avoid Eviction. [Read more!](#)

Moving New York Forward: Business Reopening - [Click here for more information](#)

Worldwide Veterans and Family

Services Inc. along with other

Women Entrepreneur - WE NYC is offering a free workshop. **Mon. Dec 7 at 6:30pm** - Planning for a Profitable Business.

[Register Here](#)

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organizations like God Bless You All call all **Veterans**.

[Food Pantry in Johnston, RI](#)
[Food and Clothes Pantry in Queens, NY](#)
[Food and Clothes Pantry in The Bronx, NY](#)
[Food Pantry in Manhattan, NY](#)

[Veterans Food Distribution at the Bronx VA Medical Center](#)

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Thu. Dec. 17 at 2:00pm - How to Sell to Hospitals & The Healthcare Industries, Security, and Background requirements. [Register Here](#)

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The NYC LMI Storefront Loan is an interest-free loan up to \$100,000 to help storefront businesses located in low-to-moderate income (LMI) areas of New York City restart or continue operations after experiencing challenges from COVID-19. The NYC Department of Small Business Services is partnering with Pursuit to service these loans. [Apply Now!](#)

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February 2021 | Issue 1

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BOC Bronx Women's Business Center is offering a free webinar on **COVID-19 A New Era for Businesses in Professional Services.**

Tue. Feb 9 at 6:00 PM - [Register Here](#)

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***New!* Updates on the Paycheck Protection Program - 2nd Round**

On December 27, President Trump signed the \$900B Economic Aid to Hard-Hit Businesses Act which includes \$325B for economic aid to small businesses. The newest round of PPP funding officially launched on January 11. See more information from [US Small Business Administration](#).

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The New York State Division of Homes and Community Renewal (HCR) has reopened the COVID Rent Relief Program and will be accepting new applications through Monday, February 1, 2021. [Applications are available here.](#)

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Caleb Brown – The Urban Excellence Community Grant - Applications are due on the 15th of every month by 5:00 p.m

Bring Back Brooklyn Fund Loan and Grant Program

LISC – Rural Relief Small Business Grants - The next grant application period will be from January 26 - February 2, 2021.

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Power Forward: Black Business Conference.

Th. Feb 18 at 10:00am - [Register Here](#)

COVID-19 A New Era for Businesses in Construction & Manufacturing Services
Tue. Feb. 23 at 6:00pm - [Register Here](#)

The Third Avenue BID in partnership with the Bronx SBDC and Lehman College are providing the Bronx community with a FREE, six-part professional development series and community certification to help Bronx residents get into the job market. **This virtual training will take place every Thursday beginning February 11th through March 18th at 9 AM via Zoom. [See Flyer!](#)**

For information and registration, please contact Javier Medrano at JMedrano@ThirdAveBID.org



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Moving New York Forward: Business Reopening. New York State is Here to

SCORE Westchester is offering a free webinar:

A Selling Clinic. Make the most of your current sales opportunities, gain confidence and take the next steps to achieve greater success in converting those leads into sales revenue.

Wed. Feb 17 at 12pm. [Register Here](#)

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News Release

America's SBDC Launches New Virtual Report Showcasing Nationwide Network Results and 62 SBDCs

In these challenging times, America's Small Business Development Centers (SBDCs) play a critical role in assuring the health of small businesses: helping them access capital needed for growth, navigating the uncertainty of the market, providing advice on compliance with government regulations, and being first responders when natural disaster requires intensive and long-term consulting. [Read the article here!](#)

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For over 30 years we have serviced all types of small businesses in New York and have achieved goals and impacted thousands of lives. Whether it is a business that is just starting or a business that is ready to expand, we are ready to help. [More Information on our website](#)

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New York's SBDC provides business training to startups, entrepreneurs and small business owners across New York State. [Check out here](#) what is happening!

BOC Bronx Women's Business Center is offering a free webinars:
COVID-19 A New Era for Businesses in Construction & Manufacturing Services
Tue. Feb. 23 at 6:00pm - [Register Here](#)

The Third Avenue BID in partnership with the Bronx SBDC and Lehman College are providing the Bronx community with a FREE, six-part professional development series and community certification to help Bronx residents get into the job market. **This virtual training will take place every Thursday beginning February 11th through March 18th at 9 AM via Zoom. [See Flyer!](#)**
For information and registration, please contact Javier Medrano at JMedrano@ThirdAveBID.org

Information About Funding (cont'ed)

New! Equivico by the National Community Reinvestment Coalition announces the launch of the Stavros Niarchos Foundation (SNF) Small Business Growth & Recovery Fund grant program. The initiative offers a unique 360-degree solution awarding U.S.-based small businesses with up to \$20,000 each, which does not need to be repaid, accompanied with complementary virtual training and mentorship. The program seeks to help U.S. small businesses, focusing on those owned by people of color, women, and veterans as well as those in lower-income communities, find their footing in an acutely challenging economic landscape. **The application period will remain open from February 17th until March 19th at 11:59 PM EST. [Access Application Here](#)**

New! The KKR Small Business Builder

Ongoing

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FREE Accounting one-on-one's for Small Business Owners. FREE one-on-one Sessions With a CPA to discuss your Business Needs. Understand the financial & tax impact of EIDL/PPP, financial projections and strategies to create a financially sound business.

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Link to other free events with U.S. Small Business Administration - [click here](#)

Boots to Business (B2B) is an entrepreneurial education and training program offered by the U.S. Small Business Administration (SBA) - Offering webinars in December. Registration and more information [here](#)

Information About Funding

New! The **2021 New Voices + Barefoot Business Grants** program will provide grants of \$10,000 each to five entrepreneurs to support Black women-owned businesses. Applicants must be majority owned by a Black woman who is at least 25 years old, have been incorporated for at least three months, have a minimum of one employee and show evidence of customer traction and market validation. Application Deadline is February 28, 2021. [Apply Here](#)

New! We invite you to tell us your story, and potentially win \$10,000 for your business in the **Citizens 4th Annual Small Business Community Champion Award** contest. A total of \$300,000 in cash prizes will be awarded—distributed evenly to reflect all types of small business ownership, including those owned by women and minorities. [Click to Enter!](#)

ADDITIONAL GRANT & FUNDING RESOURCES covering NYC, Finger Lakes, Hudson Valley, Central NY, and many more areas. [Read more here](#) and see below.

Grant will provide \$10,000 grants to selected small businesses with 5-50 employees and less than \$7M annual revenues, with an emphasis on companies that are pivoting in response to the pandemic, are operated by historically underrepresented groups and/or are providing important community services. Recipients will also receive technical support and access to a network of resources.

Helpful Information

New York Forward Small Business Lease Assistance Partnership

Support Services for Small Businesses to Renegotiate their Lease and Avoid Eviction.

[Read more!](#)

Moving New York Forward: Business Reopening.

New York State is Here to Support Businesses with COVID-19-related Information and Resources - [Click here for more information](#)

News Release

America's SBDC Launches New Virtual Report Showcasing Nationwide Network Results and 62 SBDCs

In these challenging times, America's Small Business Development Centers (SBDCs) play a critical role in assuring the health of small businesses: helping them access capital needed for growth, navigating the uncertainty of the market, providing advice on compliance with government regulations, and being first responders when natural disaster requires intensive and long-term consulting. [Read the article here!](#)

Other Resources

Promote your business on the home page of the *New York Women in Business* website. For just \$15 a week. [Click here for more information.](#)

Negotiating Your Commercial Lease

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Updates on the Paycheck Protection Program - 2nd Round

On December 27, President Trump signed the \$900B Economic Aid to Hard-Hit Businesses Act which includes \$325B for economic aid to small businesses. The newest round of PPP funding officially launched on January 11. See more information from [US Small Business Administration](#).

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Weekly news & updates

Bronx Business Tech Incubator

January 2021 | Issue 1

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**Our team wants wish you a
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Information About Funding (continued)

***New!* Updates on the Paycheck Protection Program**

Congress passed the "Consolidated Appropriations Act, 2021" which includes many provisions to assist small businesses, including an *expansion of the Paycheck Protection Program (PPP)*. We are thrilled that this program is available again to support small businesses through the pandemic.

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Important information about PPP. [Read more](#)

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Weekly news & updates

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January 2021 | Issue 2

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Primer Paso para Comenzar un Negocio.
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Thurs. Jan 21 at 12:00 PM - [Register Here](#)

Choosing the Right Legal Structure for Your Biz
Fr. Jan 22 at 2:00 PM - [Register Here](#)

The Hudson Valley Chapters of SCORE is offering a free webinar. **Update from SBA: 2021 CARES Act.** Join us to get the updated information on the new PPP and EIDL loans.
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Information About Funding (continued)

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Weekly news & updates

Bronx Business Tech Incubator

January 2021 | Issue 3

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New York's SBDC provides business training to startups, entrepreneurs and small business owners across New York State. [Check out here](#) what is happening!

BOC Bronx Women's Business Center - Ponce Bank is teaming up with Business Outreach Center Network (BOC) to give you a 4 Week Webinar Series, "Being Ready." We'll cover business topics that are essential for every small business. These **free** workshops are scheduled from **6:00 P.M. to 7:30 P.M.**

- **Wed. March 24th - Business Workshop. Register here**
- **Wed. March 31st - Loan Packages Workshop. Register Here**

SCORE Wetchester is offering several webinars. See below:

- **Tue. March 23 at 10AM - Pricing for Profit - Register Here**
- **Tue, Mar 23 at 1PM - Basics of Small Business Bankruptcy - Register Here**
- **Tue, Mar 30 at 1PM - Virtually Creating Your Trifecta Tribe - Mentors, Peers & Mentees in Business - Register Here**

Information About Funding (cont'ed)

New! Equivico by the National Community Reinvestment Coalition announces the launch of the Stavros Niarchos Foundation (SNF) Small Business Growth & Recovery Fund grant program. The initiative offers a unique 360-degree solution awarding U.S.-based small businesses with up to \$20,000 each, which does not need to be repaid, accompanied with complementary virtual training and mentorship. The program seeks to help U.S. small businesses, focusing on those owned by people of color, women, and veterans as well as those in lower-income communities, find their footing in an acutely challenging economic landscape. **The application period will remain open from February 17th until March 19th at 11:59 PM EST.** [Access Application Here](#)

Helpful Information

New York Forward Small Business Lease Assistance Partnership Support Services for Small Businesses to Renegotiate their Lease and Avoid Eviction. [Read more!](#)

Ongoing

BOC Bronx Women's Business Center is offering free webinars.

FREE Accounting one-on-one's for Small Business Owners. FREE one-on-one Sessions With a CPA to discuss your Business Needs. Understand the financial & tax impact of EIDL/PPP, financial projections and strategies to create a financially sound business.

FREE Health and Safety one-on-one's for Small Business Owners. Best practices for Small Business during COVID - 19. Free one-on-one session with a Health and Safety expert. Discuss the required protocols & necessary steps during these difficult times.

Link to other free events with U.S. Small Business Administration - [click here](#)

Boots to Business (B2B) is an entrepreneurial education and training program offered by the U.S. Small Business Administration (SBA) - Offering webinars in December. Registration and more information [here](#)

Information About Funding

New! The **KKR Small Business Builder Grant** will provide \$10,000 grants to selected small businesses with 5-50 employees and less than \$7M annual revenues, with an emphasis on companies that are pivoting in response to the pandemic, are operated by historically underrepresented groups and/or are providing important community services. Recipients will also receive technical support and access to a network of resources.

ADDITIONAL GRANT & FUNDING RESOURCES covering NYC, Finger Lakes, Hudson Valley, Central NY, and many more areas. [Read more here](#) and see below.

Updates on the Paycheck Protection Program - 2nd Round

On December 27, President Trump signed the \$900B Economic Aid to Hard-Hit Businesses Act which includes \$325B for economic aid to small businesses.

The newest round of PPP funding officially launched on January 11. See more information from [US Small Business Administration.](#)

Links to applications for both **First Draw PPP Borrowing** (for companies who have not received an earlier PPP) and **Second-Draw Borrowing** (for those who received a PPP in 2020).

Moving New York Forward: Business Reopening. New York State is Here to Support Businesses with COVID-19-related Information and Resources - [Click here for more information](#)

News Release

America's SBDC Launches New Virtual Report Showcasing Nationwide Network Results and 62 SBDCs

In these challenging times, America's Small Business Development Centers (SBDCs) play a critical role in assuring the health of small businesses: helping them access capital needed for growth, navigating the uncertainty of the market, providing advice on compliance with government regulations, and being first responders when natural disaster requires intensive and long-term consulting. [Read the article here!](#)

Other Resources

Promote your business on the home page of the *New York Women in Business* website. For just \$15 a week. [Click here for more information.](#)

Negotiating Your Commercial Lease

NY's moratorium on commercial evictions is currently due to expire on August 20. Businesses who have not yet discussed renegotiating their lease should begin doing so; those who reached a temporary agreement should consider a longer-term arrangement. [More Info Here](#)

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There are a range of resources available to New York City small businesses:

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NY State and City Programs

New York's [Shared Work Program](#) lets companies keep trained staff and avoid layoffs. Employees can receive partial Unemployment Insurance benefits while working reduced hours. Full-time, part-time and seasonal employees are eligible.

Governor Cuomo Announces \$18 Million Initiative to Train Workers and Support Entrepreneurs During and After the COVID-19 Pandemic

Federal Grant Will Be Used to Fund Educational Opportunities that Train New Yorkers for In-Demand Jobs, Support Entrepreneurs, and Help Small Businesses Recover. [Read More!](#)

New York Forward Loan Fund (NYFLF) is a new economic recovery loan program aimed at supporting New York State small businesses, nonprofits and small landlords as they reopen after the COVID-19 outbreak and NYS on PAUSE. To apply and learn more, visit www.nyloanfund.com.

Caleb Brown – The Urban Excellence Community Grant - Applications are due on the 15th of every month by 5:00 pm

The Brooklyn Chamber of Commerce has created the **Bring Back Brooklyn Fund Loan and Grant Program**

The **Zakat Fund** is offering support to 501(c)(3) organizations working to support residents of the NYC metropolitan area.

Crowdfunding

Kiva has expanded eligibility, increased the maximum loan size from \$10,000 to \$15,000 and introduced a six-month grace period on its zero-interest crowdfunded loans. [Support local business during the Coronavirus pandemic!](#)

New Resources, Webinars and Good News from the *Bronx Cooperative Development Initiative* - [Check updates here](#)

The New Bronx Chamber of Commerce is here for you. We're working hard to get our business owners resources and information as it becomes available. Are you a Bronx business interested in applying for a relief program? We can help! [Click here for a lot more information.](#)

SCORE's most updated online resources at [Coronavirus Funding Support for NYC.](#) Small Business Resilience Training: [Industry Resources](#)

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- resources to help individuals and businesses disrupted by COVID-19 - [here](#)
- free online courses on a range of topics - [here](#)
- [Ascend NYC website](#) has launched and businesses can inquire about joining the program.

Bronx Business Tech Incubator | [Visit Us Here](#)

Small Business Development Center | [Visit Us Here](#)



Lehman College School of Continuing and Professional Studies (SCPS) | Carman Hall, Room 128, 250 Bedford Park Boulevard West, Bronx, NY 10468-1589

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Weekly news & updates

Bronx Business Tech Incubator

November 2020 | Issue 1

The Bronx Business Tech Incubator (BBTI) along with the Small Business Development Center (SBDC) at Lehman College work intensely to support businesses in the county of the Bronx especially during unpredictable situations such as the one we are going through with COVID-19.

The purpose of this newsletter is to share with you information about free events that will help your business as well as resources about funding and more! **Check them out!**



Upcoming Events

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Tue. Nov 3 at 10AM - Use YouTube to Grow Your Business. **Register here**

SCORE free events

Wed, Nov 4 at 1PM - Holiday Marketing For All. The holidays are here and it's important to connect with your clients, customers, and patrons. **Register Now**

New York Women in Business is offering free event

Tue. Nov 10 at 12PM - Master Pricing and Double Your Income. **Register for this free virtual conference**

Hosted by Verizon 5G Labs

Mon. Nov 12 at 2PM - Revolutionizing Retail: The Omnichannel Experience. Omnichannel is a word we've heard tossed around the industry, but what does it really mean? **Sign up Here**

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Worldwide Veterans and Family Services Inc. along with other organizations like God Bless You All call all **Veterans**.

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Food Pantry in Manhattan, NY

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NY's moratorium on commercial evictions is

protocols & necessary steps during these difficult times.

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Federal Grant Will Be Used to Fund Educational Opportunities that Train New Yorkers for In-Demand Jobs, Support Entrepreneurs, and Help Small Businesses Recover. [Read More!](#)

***New!* LISC Small Business Relief Grants - Rural Relief Small Business Grants.** The next application round will open on *Monday, October 26th*. [Application Here](#)

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[Robin Hood](#) is accepting applications and will only fund 501(c)(3) organizations providing services in New York City.

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Reopening New York City - [Click here for more information](#)

Moving New York Forward: Reopening New York - [More info](#)

Governor Cuomo Announces New COVID Rental Assistance Program

The [COVID Rent Relief Program](#) will provide eligible households with a one-time rental subsidy that will be sent directly to the household's landlord. Applicants will not need to repay this assistance.

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November 2020 | Issue 2

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The Bronx Business Tech Incubator is offering a Free Webinar. **See flyer**
Thurs. Nov. 19 at 3pm - Doing business with Lehman-CUNY, Presented by Anjanette Antonio, Director of Procurement. **Register Here**

SCORE is offering a Free Webinar.
Mon., Nov 23 at 1pm - Struggling to Maintain Your Business During These Challenging Times. **Register Here**

BOC Bronx Women's Business Center is offering a free webinar
Thurs. Nov 12 at 4pm - Steps To Starting Your Business. **Register Here**

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Valuable Information from the NYS Contact Reporter - Due Date Dec 1

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Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Ra	Desktop Open	Clicks	Click Rate
11/2/2020 10:02	Bronx Business Tech Incubator Newsletter November 2020 #1	6741	672	10.70%	45%	55%	122	18.20%
11/12/2020 10:53	Bronx Business Tech Incubator Newsletter November 2020 #2	6660	1359	21.80%	23%	77%	154	11.30%
12/2/2020 15:51	Bronx Business Tech Incubator Newsletter December 2020 #1	6747	1485	23.60%	24.50%	75.50%	168	11.30%
12/7/2020 12:02	Bronx Business Tech Incubator Newsletter December 2020 #2	6091	661	11.40%	42.60%	57.40%	124	18.80%
12/16/2020 9:16	Bronx Business Tech Incubator Newsletter December 2020 #3	6705	747	12%	35.70%	64.30%	124	16.60%
1/4/2021 10:03	Bronx Business Tech Incubator Newsletter January 2021 Issue #1	6675	826	13.20%	43.30%	56.70%	133	16.10%
1/14/2021 15:09	Bronx Business Tech Incubator Newsletter January 2021 Issue #2	6712	1558	24.80%	25%	75%	137	8.80%
1/18/2021 15:01	Bronx Business Tech Incubator Newsletter January 2021 Issue #3	6710	1562	24.90%	25.90%	74.10%	143	9.20%
2/1/2021 10:01	Bronx Business Tech Incubator Newsletter February 2021 Issue #1	6776	715	11.30%	42%	58%	114	15.90%
2/11/2021 16:37	Bronx Business Tech Incubator Newsletter February 2021 Issue #2	6785	1533	24.30%	24.30%	75.70%	138	9%
2/19/2021 11:39	Bronx Business Tech Incubator Newsletter February 2021 Issue #3	6821	1351	21.70%	22%	78%	35	2.60%
3/18/2021 13:05	Bronx Business Tech Incubator Newsletter March 2021 Issue #1	6740	1311	21.30%	22.30%	77.70%	36	2.70%

Average opens 1148.333