



LEHMAN
COLLEGE



Internship Program

Values



Lehman College –

Lehman is committed to providing the highest quality education in a caring and supportive environment where respect, integrity, inquiry, creativity, and diversity contribute to individual achievement and the transformation of lives and communities.

SBCP-

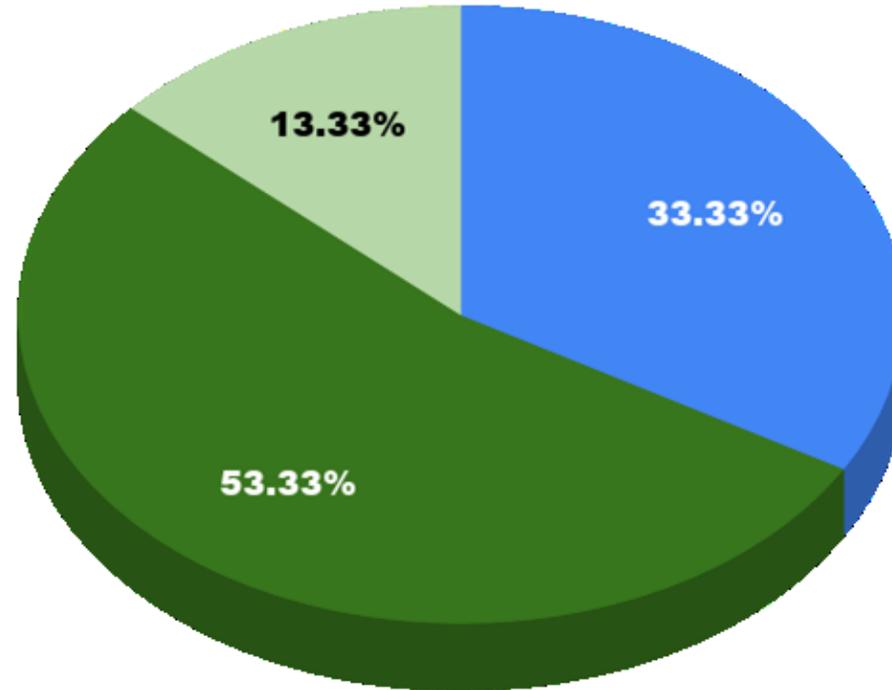
Provides Lehman Business students with a solid platform to become successful entrepreneurs and business leaders thus creating economic opportunities in their community.

Goals

1. To enable students to apply their theoretical knowledge in a real-world setting.
2. Provide small businesses with access to student who can both learn and contribute to their respective enterprises.



Where are they now?



- Planning on registering their business
- Now Working on a payroll
- Looking for more Internship opportunities

Student Performance Evaluations

Programs	Social Media	Business Plan/Financial Projections	Web Design	PowerPoint	Soft Skills	Totals
Totals	4.27	4.18	4.00	3.98	3.75	3.75

Key Takeaways:

1. All 15 students completed the Entrepreneurship training
2. The Entrepreneurship training included digital marketing and financial services

Average grades for the 15 students

Social Media course	4.27 out of 5
Financial Projection course	4.18 out of 5
Web Design course	4.00 out of 5
PowerPoint course	3.98 out of 5
Soft Skills course	3.75 out of 5

3. Of the 15 students in the cohort:
 - 7 have their own business
 - 5 focus on digital marketing
 - 1 financial services
 - 1 massage therapy
 - 8 secured paid employment

Key Insights:

1. Students have an aptitude for digital marketing
2. Students' success in Business Planning and Financial Projections correlate to their types of businesses
3. Glaring need for soft skills

Clients

- Students worked with many businesses on a variety of projects.
- All of the students' clients were local small businesses, in our communities that were in the process of expanding.





Founder: Orane Barret

Establish:

Products: Talent placement, recruitment, and apparel.

Their mission: to give children in underserved communities paths to careers

SBCP Student Provided:

- Social Media Campaign (still in progress)
- Development of Engagement Strategy
- Creation of targeted digital content



Founder: Branden Baskin

Establish: 2015

Products: After-school digital education program k-12

SBCP Student Provided:

- Development of Engagement strategy
- Market research
- Digital Content Creation

Founder: James Peterson

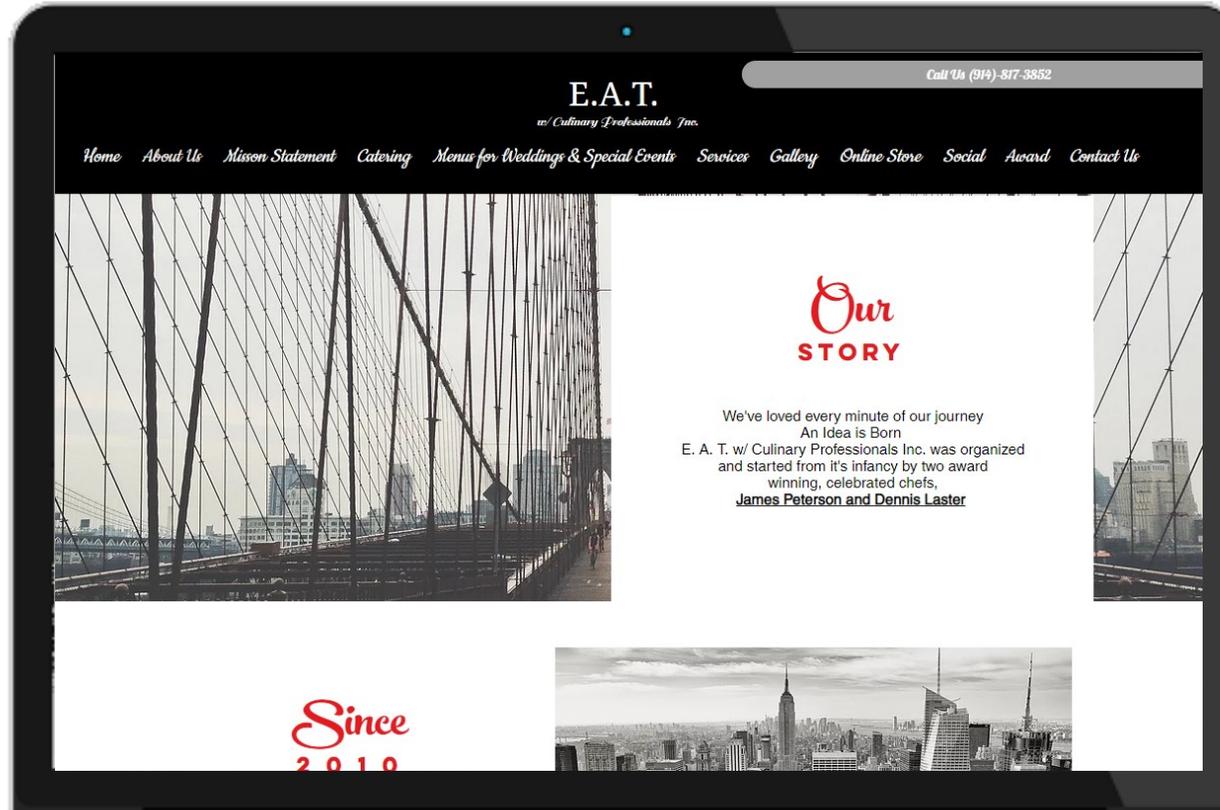
Establish: 2010

Products: Food preparation service

SBCP Student Provided:

- Redesigned website
- Social Media Marketing (In Progress)
- Assistance with operations (In Progress)
- Bookkeeping (completed)
- Development of proposals
(2 Completed 2 In Progress)







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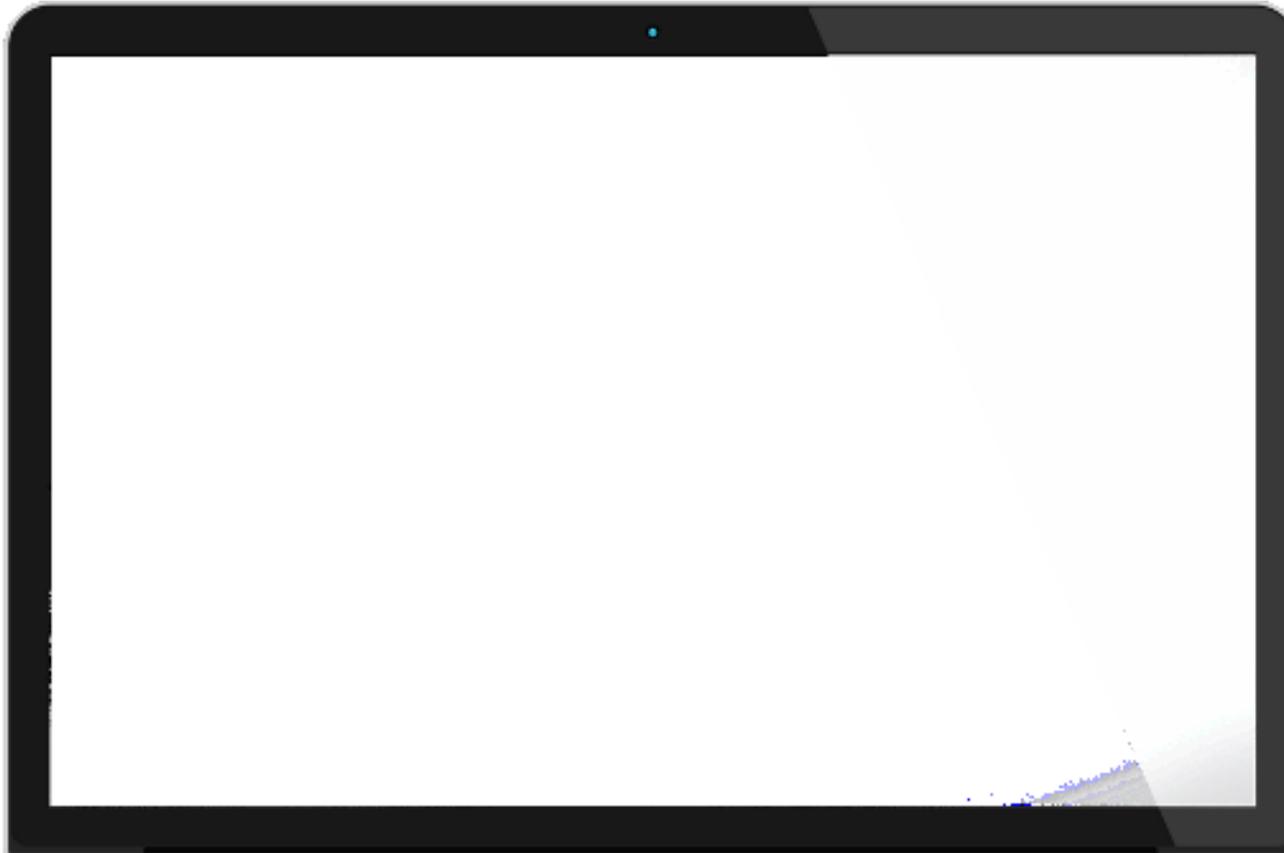
Founder: Terra Renee

Products: Film Festivals and Events

Mission: explore and create business opportunities for minority women filmmakers throughout the entertainment industry

SBCP Student Provided:

- Logo Redesign
- Website Redesign
- Social Media Strategy
- Promotion of Red Carpet event
- Magazine Cover Photo
- Livestream video production

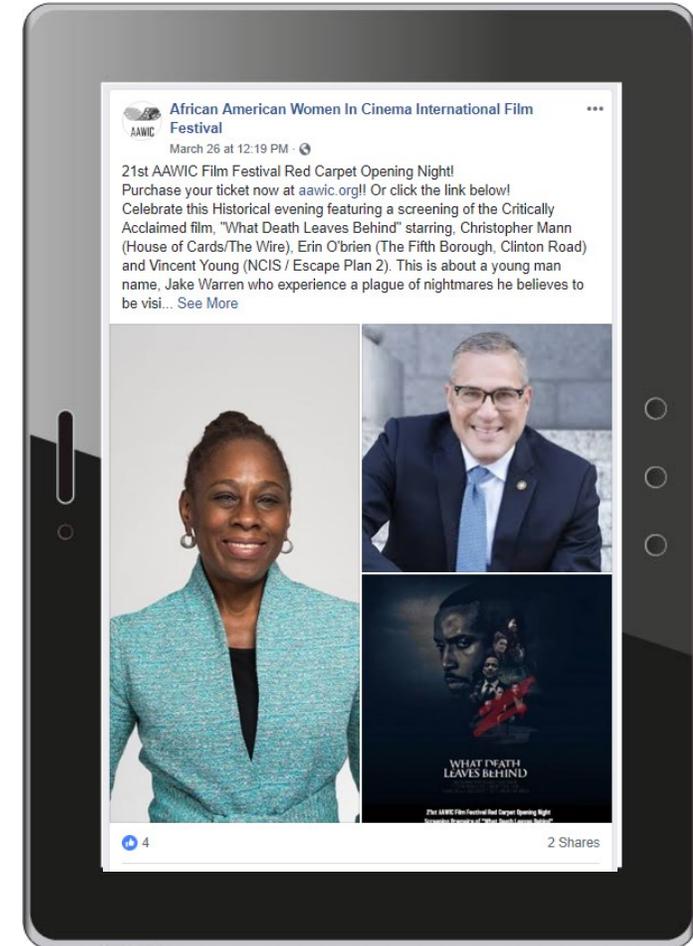
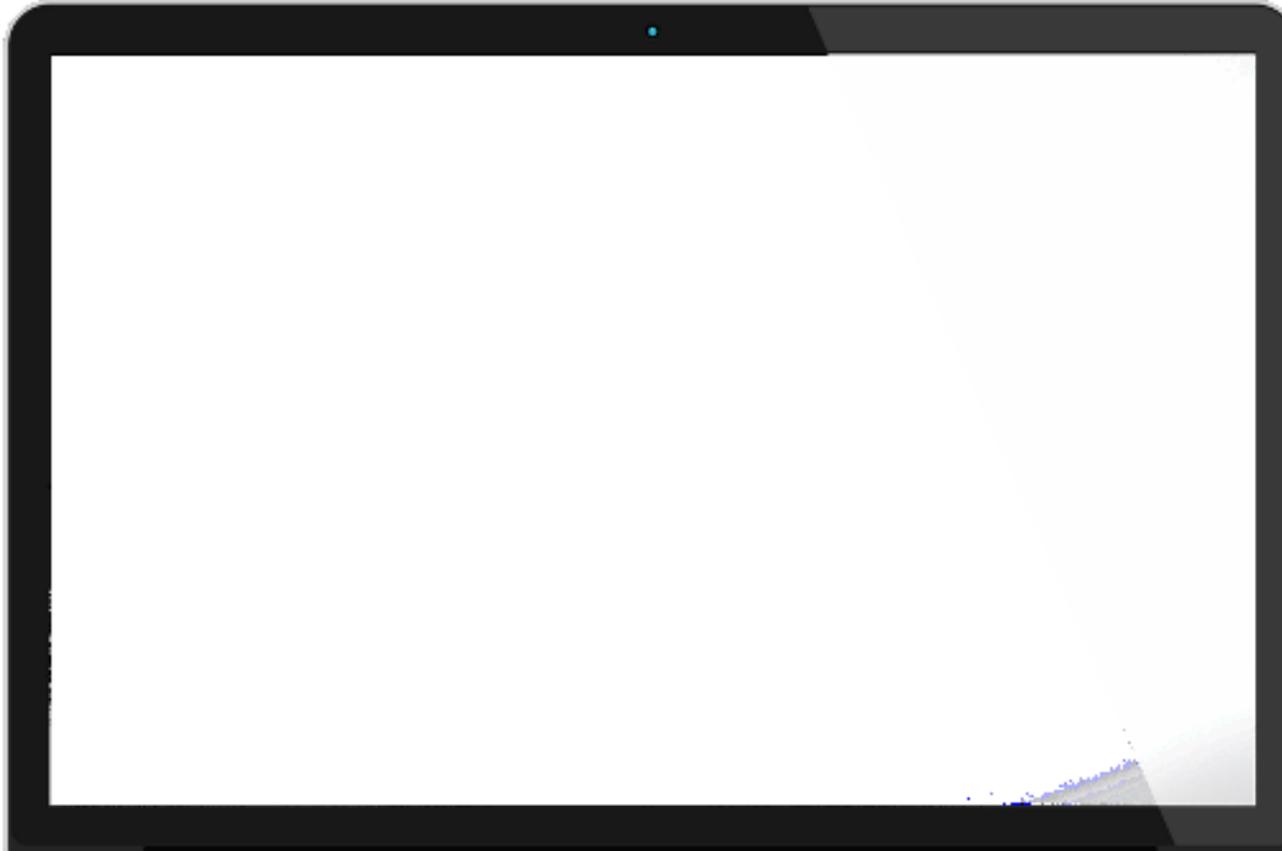


Small Business Consulting Practice

African American Women In cinema – Social Media + Film Festival Promotion



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African American Women In cinema – United Nations Council for Women Panel – Livestream Production



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African American Women In Cinema International Film Festival was live.
about 3 weeks ago

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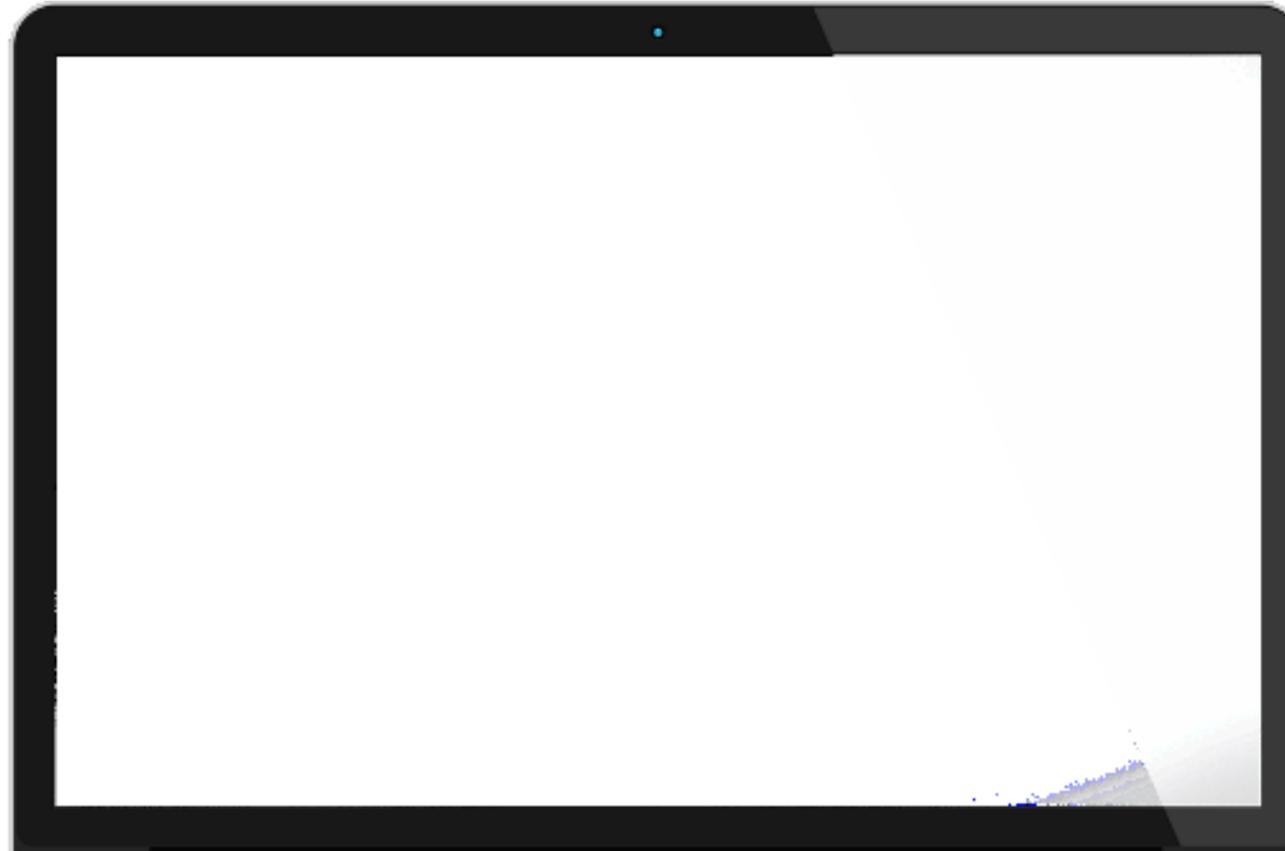
Founder: Jhonny Acosta

Establish: 2016

Products: Home Improvement Services

SBCP Student Provided:

- Creation of a Website
- Creation and Maintenance of Social Media Accounts
- Management of QuickBooks records



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Pier Services Inc – Social Media



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https://www.facebook.com/PierHomeImprovement/

Pierhomeimprovement.com

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Home
Posts
Reviews
Photos
About
Community

Like Follow Share ...

Book Now Send Message

Appointment Availability

Thu, Apr 4 Painting and Carpentry

11:00 AM 11:30 AM 12:00 PM 12:30 PM

No Rating Yet

Residential and commercial painting,

Pier Services

Chart of Accounts

Name	Type	Detail Type
Chase Checking	Bank	Checking
Accounts Receivable	Accounts receivable (A/R)	Accounts Receivable (A/R)
Inventory Asset	Other Current Assets	Inventory
Uncategorized Asset	Other Current Assets	Other Current Assets
Undeposited Funds	Other Current Assets	Undeposited Funds
Accumulated Depletion	Fixed Assets	Accumulated Depletion
Machinery & Equipment	Fixed Assets	Machinery & Equipment
Credit Card	Credit Card	Credit Card
Opening Balance Equity	Equity	Opening Balance Equity
Retained Earnings	Equity	Retained Earnings
Discounts	Income	Discounts/Refunds Given
Sales	Income	Sales of Product Income
Services	Income	Service/Fee Income
Unapplied Cash Payment Income	Income	Unapplied Cash Payment Income
Uncategorized Income	Income	Sales of Product Income
Cost of Goods Sold	Cost of Goods Sold	Supplies & Materials - COGS
Cost of Goods Sold	Cost of Goods Sold	Cost of Goods Sold



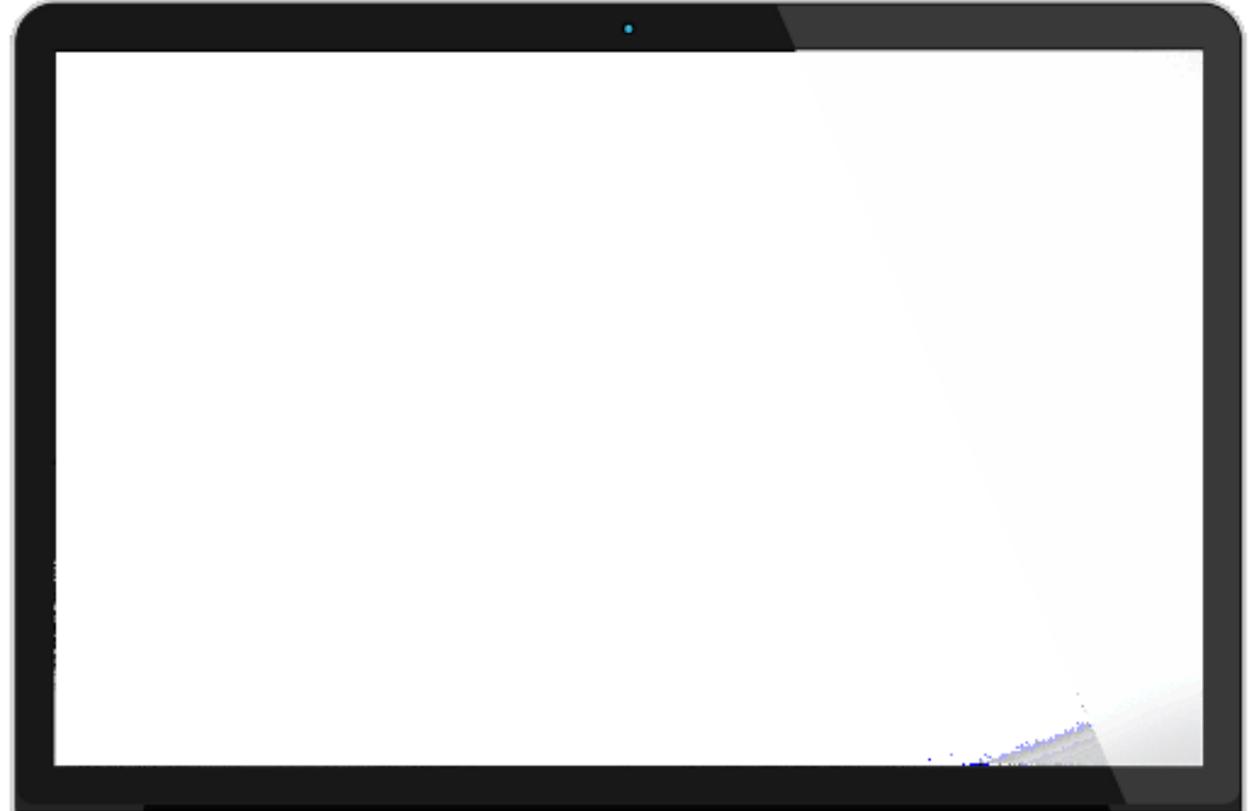
Founder: Marisa Estrella

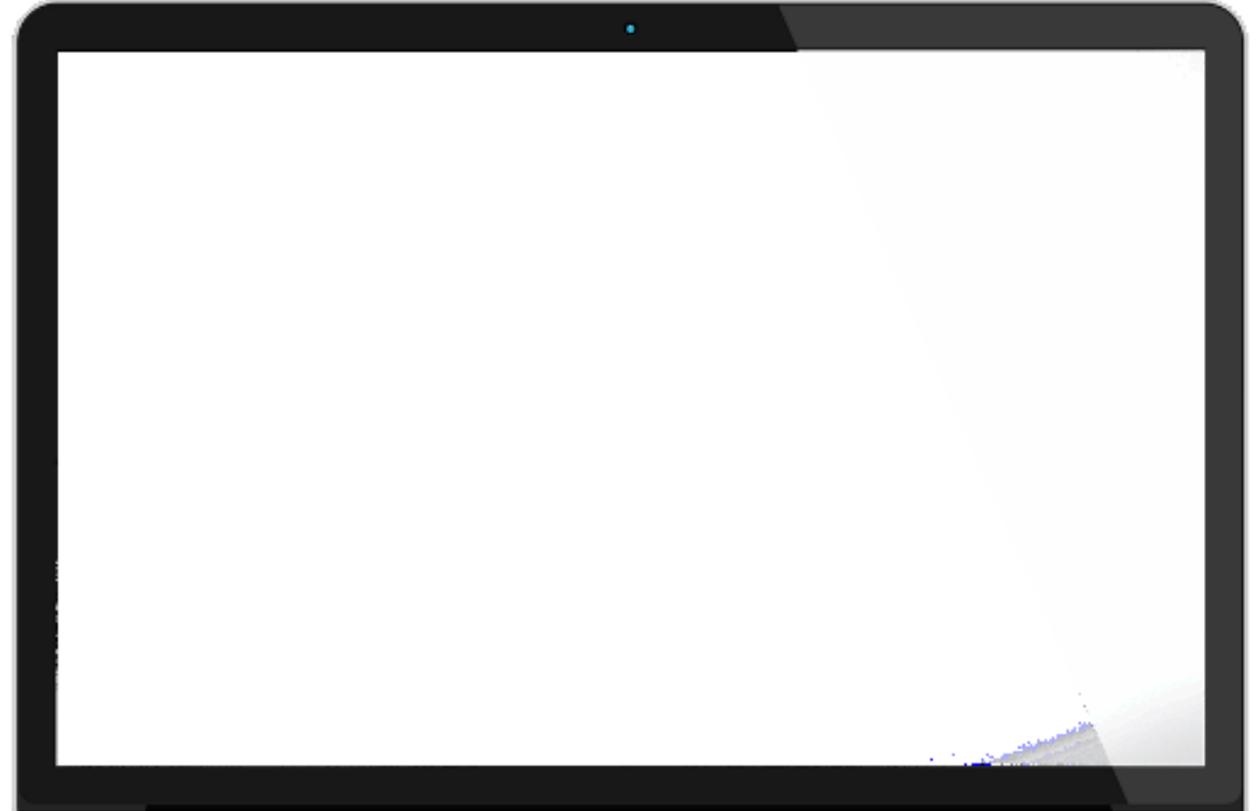
Products: Services for veterans.

Mission: Provide services for the veterans who return home and need assistance.

SBCP Student Provided:

- Logo Redesign
- Website Redesign
- Social Media Strategy
- Budgeting proposals
- RFP's
- Pitch decks



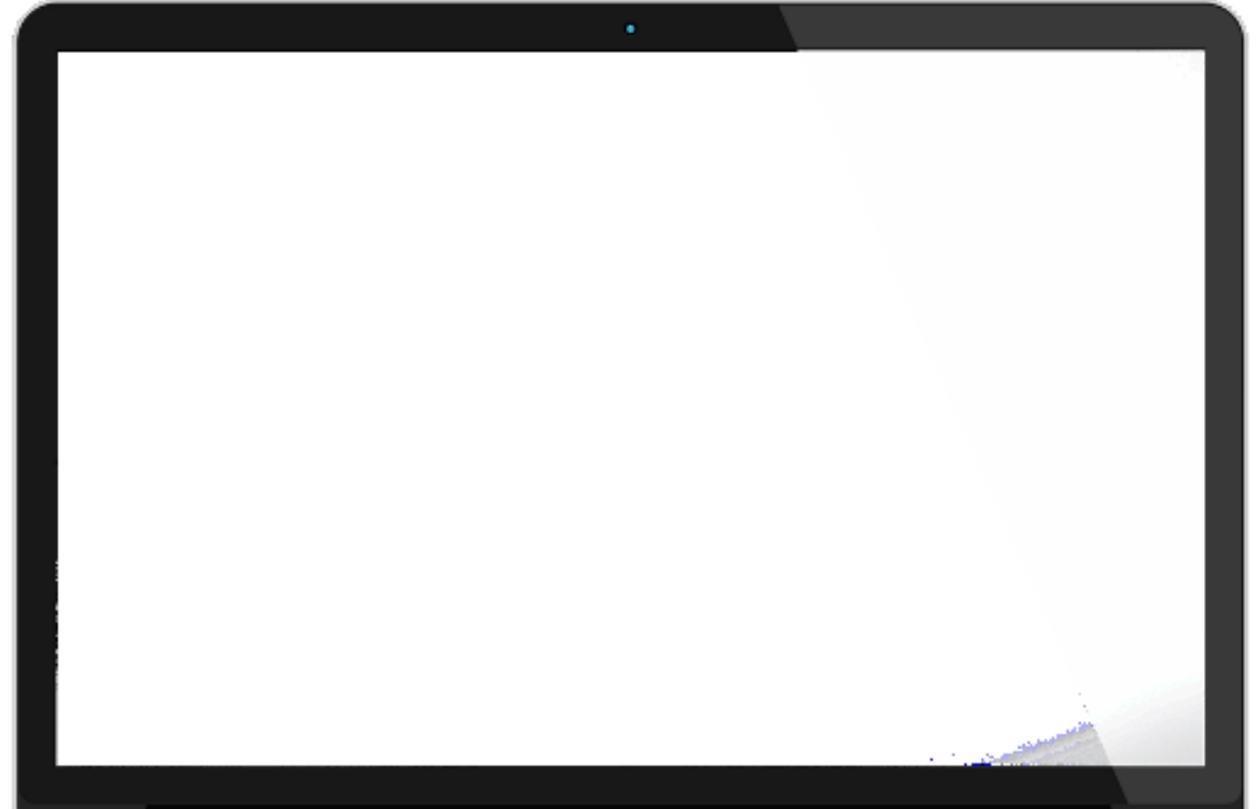


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Pitch Deck for Bronx Military Charter School Proposal



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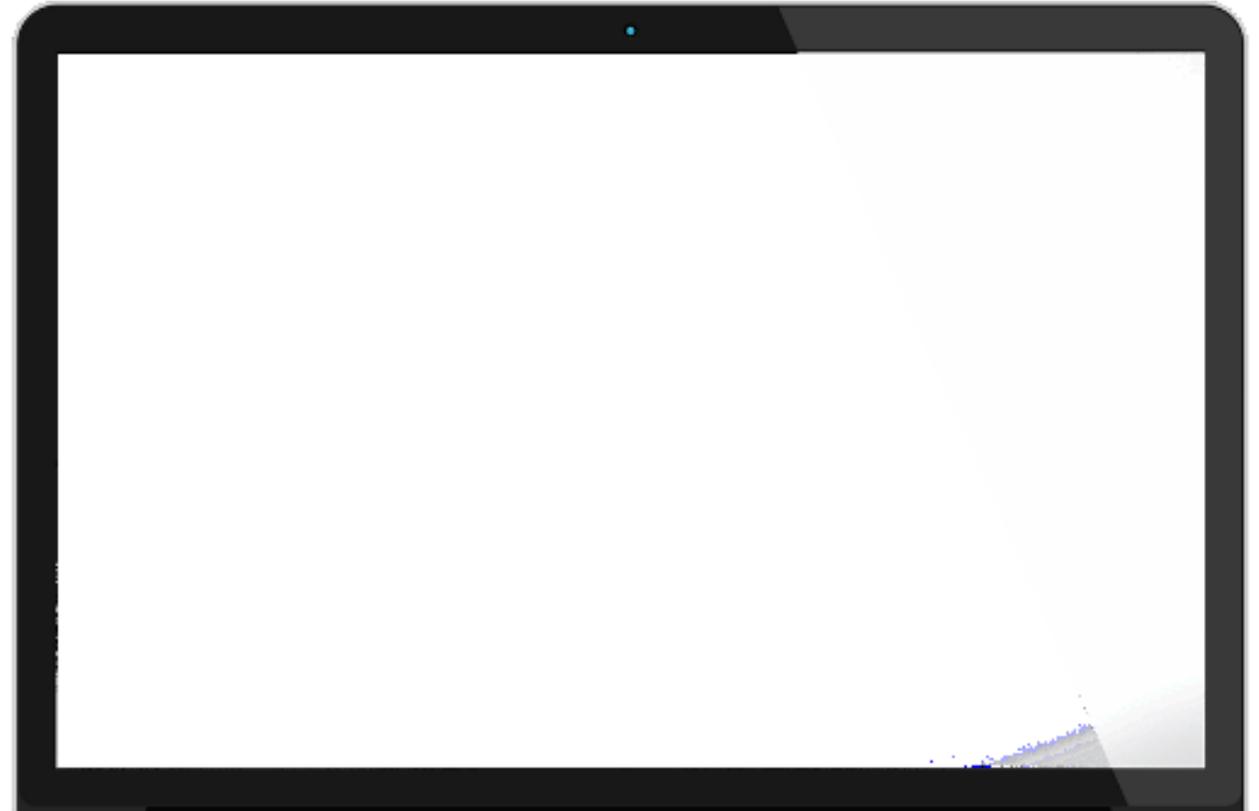
Founder: Alejandra Love

Establish: 2018

Products: Career Coaching & Consulting service

SBCP Student Provide:

- Social Media Campaign
- Website Redesign



Founder: Jessica Marcano

Establish: 2017

Service: Cleaning service

Client Base: Residential, Pre and Post construction, Airbnb and Retail

SBCP Student Provided:

- developing negotiation strategies
- creating competitive pricing models
- establishing a website





Trailo 

Same-Day Grocery Delivery from Local Latin Retailers

Founder: Jose Salcedo

Establish: 2017

Products: Latin Supermarket and catering delivery app

Client Base: Lovers of Latino foods and Latino Food Products

SBCP Student Provided:

- Assist with product launch
- Create digital content

