



Impact Report

Fall 2024



Thank You!

As the Fall 2024 semester comes to a close, Consult Your Community at Georgia Tech would like to sincerely thank you for your continued support of our organization. We are extremely proud of all the accomplishments our consultants have achieved this semester and look forward to the future impact our consultants will have.

This semester, we accepted 26 new members and served 6 clients in the local community. Our clients represented a wide range of industries, including nonprofits, retail, and health and wellness.

Our members were also exposed to numerous opportunities to solve complex business problems and we are extremely proud of the continued expansion of our impact.

In this report, we 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 the amazing work our consultants have done. Thank you for your continued support, as our initiatives would not be possible without you. Please keep up with us at www.georgiatechcyc.org.

Sincerely,



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President



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VP Member Development



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Introduction

Consult Your Community (CYC) is a student-run, nationally registered 501(c)(3) organization that provides pro-bono consulting services to small business owners and entrepreneurs in the local community. The Georgia Tech chapter is composed of ~70 members, all of whom are passionate about consulting as well as giving back to their community.

Accounting for 44% of the nation's economic activity and employing nearly half of all Americans, small businesses are undoubtedly the lifeblood of our U.S. economy. However, despite their importance, small businesses remain particularly susceptible to encountering turnover troubles, struggling financially, operational woes, and a host of other issues notorious for turning the American dream into a living nightmare. Often lacking the know-how, tech-savviness, and access to capital needed to grow their business and remain competitive in the market, it's no wonder that only around 50% of small business owners are able to reach their company's 5-year milestone.

Since 2014, Georgia Tech CYC has had the honor to serve a variety of impactful clients across the metro Atlanta area spanning a wide range of industries. Our services have covered just about every aspect of business—from marketing, finance, and corporate relations to change management, operations, and technology—and the quality of our work never fails to impress. Through this process, our members can gain hands-on business experience and develop skills that prepare them for their future careers, while business owners become empowered to foster their own economic independence and secure their future prosperity, both of which contribute directly to our community's economic development and long-term sustainability.

What We Do



RECRUIT & TRAIN

Our chapter selects the most passionate, highly qualified undergraduates across all majors at Georgia Tech. New members who pass through our interview process undergo our extensive, semester-long Junior Business Analyst Program, which focuses on developing relevant professional and technical skill sets. To ensure that our consultants deliver excellent value to our clients from Day One, we also offer workshops taught by experienced faculty or professionals from top-tier consulting firms.



CONSULT & IMPLEMENT

During the engagement period, our analysts are grouped into small teams based on their skills and interests, led by a diligent Project Leader, and further supported by a dedicated mentor with experience in the consulting industry. To guarantee impact, CYC emphasizes going above and beyond for our clients, which means actively working with business owners to implement changes, not just crafting strategic recommendations.



STRENGTHEN & EMPOWER

As a young nonprofit occupying a unique niche, CYC recognizes the importance of evaluating results & tracking our impact. We thus collect post-engagement metrics from both participating students & businesses to ensure that the organization is identifying areas of improvement and effectively working towards its mission.

Chapter Overview



10

Years of Operations

85+

Happy Clients Served
to Date

67

Active Club Members

275+

Pro Bono Hours

12

Different Majors

Engagements

You're Perfectly Imperfect

Business Consolidation



In this project, we focused on the consolidation of our client's business in the field. We focused on the areas of fundraising, data collection, and branding that would allow the client to strengthen its impact on the community through greater reach and especially improved community engagement by streamlining processes through work standardization.

POWER Atlanta

Nonprofit Strategy Development



In this project, we worked to advance the mission of POWER Atlanta by enhancing financial literacy education for underprivileged communities. Our focus areas included redesigning the financial literacy curriculum, developing a comprehensive fundraising and grant application strategy, and improving organizational efficiency through back-office optimization.

V&L Research and Consulting

Business Growth and Transition
Strategy Development



In this project, we partnered with V&L Consulting to support business growth, operational efficiency, and retirement planning. We enhanced vendor management with a registration tracker, helped evaluate buyer options as part of a comprehensive exit strategy, and revitalized their brand through a social media audit and branding revamp. These efforts equip V&L Consulting to streamline operations, strengthen their market position, and plan for a secure retirement.

Engagements

Happii DBA LLC The App Accelerator

Business Development



Our project focused on helping our client expand a new area of her business. We developed comprehensive financial models, engaging marketing materials, and an onboarding kit to support her vision. Additionally, we transformed her app creation course into a thriving community where entrepreneurs can connect and collaborate on business and technology.

SJL Event Production

Technology Implementation



This engagement focused on organizing and sustaining a contact database of potential clients, and implementing an automated promotional email distribution system. Along with market and competitor research on the corporate event planning industry, we offered strategies for converting existing relationships and affiliations into sustainable revenue growth.

I Will Survive

Overall Business Health



This engagement targeted business longevity through a couple key areas including organization retention and financial health. Five different workstreams were created based off of these goals, which have better enabled IWS to plan for the organization's future, track their current status, and expand their service offerings.

Case Study

20%

Increase in social media engagement

30%

Increase in grant acquisitions

75+

Hours saved in data collection

You're Perfectly Imperfect



Industry

Nonprofit

Practice

Business Consolidation/
Growth Strategy

Problem Statement

The project improved the nonprofit's community impact by streamlining processes, enhancing branding, and acquiring new ways for attaining grants and fundraising to boost community reach and engagement.

Strategy

The engagement was organized into three distinct workstreams. The data collection workstream developed methods to gather feedback for the continuous improvement of events. The fundraising workstream streamlined processes for securing grants, attracting sponsors, and organizing fundraising events. The branding workstream focused on enhancing social media presence to drive greater engagement.

Deliverables

1. Surveys and Dashboard (collecting and visualizing data from event participants)
2. Fundraising & Grants Report (outreach templates, sponsorship decks, and event plans)
3. Content Calendar & Templates for Social Media

Impact

The project enhanced the client's ability to achieve its mission by improving community engagement, streamlining operations, and expanding their reach, laying the groundwork for sustained growth and greater impact.

Case Study

40+

students attended our courses

15%

increase in community engagement

100+

hours saved in onboarding

POWER Atlanta



Industry

Nonprofit

Practice

Financial Literacy Education and Community Outreach Strategy

Problem Statement

POWER Atlanta was facing challenges in delivering impactful financial literacy education, gaining funding, and having streamlined back-office operations.

Strategy

We revamped the financial literacy curriculum to make it engaging and relatable for young students through interactive, scenario-based learning. Additionally, we identified funding sources, including grants and corporate sponsorships, and created an application strategy to ensure long-term financial stability. Finally, we streamlined back-office processes like volunteer management and reporting to enhance operational efficiency and scalability.

Deliverables

1. Financial Literacy Curriculum tailored for young learners.
2. Comprehensive fundraising plan and grant application templates.
3. Volunteer onboarding video/documents.

Impact

The project helped POWER Atlanta expand its impact with an engaging curriculum, streamlined operations, and a strong fundraising strategy, enabling sustainable support for underprivileged communities.

Case Study

2x

improvement in exit readiness with evaluated buyer options

15%

higher media engagement after the branding revamp

100+

hours saved in vendor management

V&L Research and Consulting



Industry

Business Consulting

Practice

Business Growth, Transition Strategy, and Branding Revamp

Problem Statement

V&L Consulting faced challenges in managing vendor relationships, planning for leadership retirement, and maintaining a competitive edge in their branding and market presence.

Strategy

We enhanced vendor management by creating a comprehensive registration status tracker and identified additional vendors to target in Atlanta. To address their exit strategy needs, we developed a plan that evaluated potential buyers, retirement options, and operational handover strategies. Finally, we revitalized their brand with a social media audit, content strategy, and branding guidelines to elevate their market presence.

Deliverables

1. Vendor Registration Status Tracker.
2. Comprehensive Exit Strategy Plan
3. Branding Revamp Report

Impact

The project equipped V&L Consulting with tools to streamline operations, enhance market competitiveness, and plan for a secure leadership transition and retirement, ensuring long-term business sustainability.

Case Study

25%

Increase in Social
Media Engagement

30+

Hours Saved in
Financial Planning

40+

Hours Saved in
Onboarding

The App Accelerator



Industry

Technology Education

Practice

Growth Strategy

Problem Statement

The client wanted our help launching a new online forum for her app creation course. She wanted to know how to price it, market it, and efficiently onboard people onto the forum.

Strategy

We broke this problem down into 3 workstreams. The financial model workstream created 2 models to test different pricing strategies. The Marketing workstream focused on increasing social media engagement to market the business, and created a report with information on more marketing channels. The Onboarding workstream created an Onboarding Kit to efficiently onboard new customers.

Deliverables

1. Two Financial Models
2. Onboarding Kit
3. Comprehensive Marketing Research Report
4. Content Calendar + Templates for the Calendar

Impact

Our project helped the client's goals of preparing to launch the new forum. We were able to determine a great growth and pricing strategy. The next steps are to launch the program and continue to expand to new marketing channels.

Case Study

94%

Reduction in time needed to contact 100 clients

10%

Increase in outreach efficiency

1000+

Relevant networking opportunities generated

SJL Event Production



Industry

Event Planning

Practice

Large-scale corporate and upscale events in the Atlanta area.

Problem Statement

The client was primarily seeking for a way to clean and organize an Excel contact list containing over 2,000 lines of contact information. She also wanted strategies to expand her business using marketing and pre-existing connections.

Strategy

This engagement was broken into two workstreams. The marketing and clientele group researched conferences to attend, local companies to network with, and drafted promotional email templates. The database workstream categorized her current contacts by industry/event type, cleaning duplicate contacts, and documenting how to use the Mail Merge feature to automate sending customized promotional emails.

Deliverables

1. Mail Merge Implementation Guide
2. Cleaned contact database with added sustainability features
3. Business development guide (expansion + networking strategies)

Impact

Our research will result in a more time-effective way of utilizing our client's extensive contact network by allowing her to contact hundreds of clients within a few clicks.

Case Study

75%

Reduction in
funding application
time

2X

Increase in
financial state
clarity

100+

New sponsorship
opportunities

I Will Survive



Industry

Non-profit providing support for women with breast cancer

Practice

Providing economic support, prevention education, and health & wellness programs

Problem Statement

I Will Survive identified a wide variety of target areas they were having issues in or wanted more insight into. These areas included finances, company longevity, and program retention.

Strategy

To segment the problem areas, 5 workstreams were created: two tackled financial insights, two for program retention, and one for company longevity.

Deliverables

Funding: Application Tracker, Application Template, Sponsor Targets, Email Template

Volunteer Retention: Demographic Survey, Volunteer Feedback Survey, Volunteer Program, Volunteer Information Flyer

Business Development: 5-Year Business Development Plan

Financial Modeling: Financial Analysis Dashboard

Website Update: Written HTML Guide, Video HTML Guide, Figma Layout, CS Intern Job Description, CS Intern Information Flyer

Impact

The client applied the business development plan in their leadership summit. Additionally, all deliverables came with implementation instructions.

Client Testimonies

100%

Deliverable
Satisfaction

"navigated diverse environments seamlessly and showed a deep understanding of our business approach"

"asked insightful questions, demonstrated a strong understanding of our needs, and offered great ideas for solutions"

100%

Goal Attainment

93.4%

Innovativeness

"had a great rapport with our team and took a hands-on, involved approach to the work they were doing"

JBA Program



26

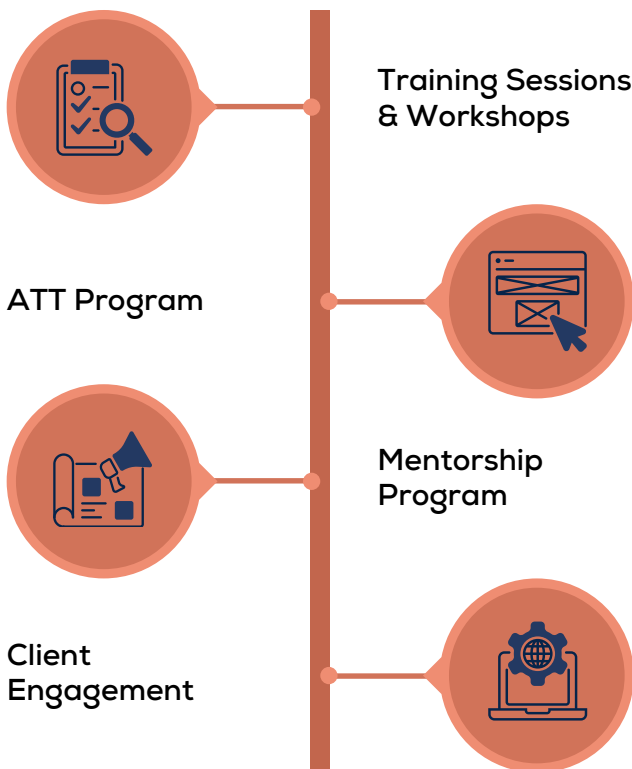
Junior Business Analysts

71.4%

Reported CYC improving their job prospects

100%

Respondents reported a positive mentorship experience



Weekly training sessions and workshops introducing consulting and the toolkit needed for consulting

Asynchronous Technical Training Program to guide JBAs through how consultants use different business analytics tools

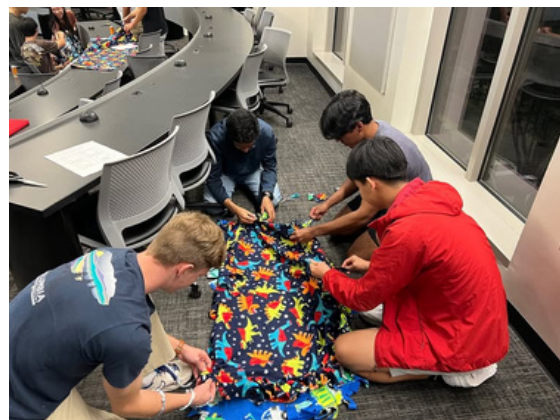
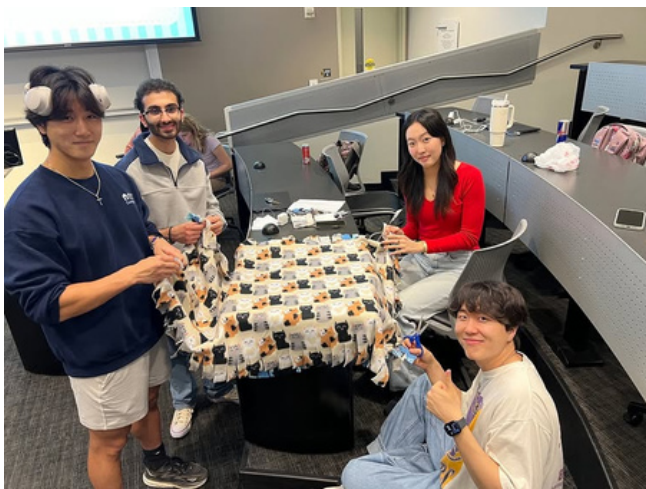
JBA pairings with a senior CYC member for more individual mentorship and guidance

JBA collaboration on the I Will Survive client engagement, experiencing a consultant engagement first-hand

Blanket Donation



This semester, our members got together to make fleece blankets as part of the United Way of Greater Atlanta's No Sew Blanket Project. These blankets were donated towards United Way's Christmas Toy Shop to help children keep warm in the winter months.



GT x Emory Social



CYC members from Georgia Tech and Emory came together for an evening at Ponce City Market! From great conversations to exploring new restaurants, CYC members met new peers and built new cross-chapter connections.

Member Testimonies

100%

of Members Felt That
CYC Made Them a
Stronger Job Candidate

*"enjoyed the hands-on
experience of client
work...favorite aspect was
the opportunities to
develop new problem
solving and technical skills"*

*"enjoyed the collaborative
nature of the team
projects, which allowed us
to work together on
meaningful initiatives and
make tangible impact"*

94.4%

of Members Had a
Positive Experience
This Semester

90.7%

of Members
Experienced Professional
Development

*"created a welcoming
environment and helped
foster strong connections
within the team"*



Thank You!



Website

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LinkedIn

www.linkedin.com/company/gtcyc



Instagram

[@cycgatech](https://www.instagram.com/cycgatech)