



Impact Report

Spring 2024



Thank You!

As the Spring 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 17 new members and served 8 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 a wide array of 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,



Allison Wang
President



Serena Yin
VP Member Development



Hilary Chen
VP Internal Affairs



Amy Kim
VP Marketing & Recruitment



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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 that 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 either 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

80+

Happy Clients Served
to Date

60

Active Club Members

250+

Pro Bono Hours

11

Different Majors

Engagements

AlphaRoc

Competitor Analysis
Market Strategy
Growth Strategy



AlphaROC is a well established startup that provides data science and analytics using AI. They are building on the latest developments in machine learning, providing a suite of solutions to enable better decision making. Our engagement centered around conducting research on the competitive landscape and identifying new growth opportunities for the client.

Big Daddy Biscuits

Financial Analysis
Growth Strategy



Sourcing ingredients from local GA farmers when possible, Big Daddy Biscuits hand-press and oven bake all of their products. With multiple product lines of dog foods, treats, soaps, and other accessories, they are an established dog biscuit company of Atlanta. Our project centered around conducting financial analysis and developing a growth strategy for the client

T. Madden & Associates

Valuation Analysis
Market Research



T. Madden & Associates is a personal injury law firm that focuses on client wellness while also maximizing value. They focus primarily on claims for automobile accidents and other injuries. Our client was interested in possibilities of inorganic growth, as such, our consultants were tasked with research and valuation of target firms.

The App Accelerator

Operations
Business Development Plan



The App Accelerator has a mission to allow individuals who have app ideas to go through a program and leave with starter funding, grant applications, and a tangible app. The client needed help with streamlining her operations: creating a facilitator's guide, a licensing contract, curriculum, and grant funding.

Engagements

Spa Nails

Marketing Analytics
Market Strategy
Technology Optimization



Spa Nails designs, produces, markets and delivers to nail salon owners the finest products to set up a new business or remodel a nail salon. They are headquartered in Orlando, Florida with an office and manufacturing facility out of Atlanta as well. Our consultants conducted marketing analytics to help develop a new marketing and growth strategy.

Umi Feeds

Business Analysis
Website Optimization
Growth Strategy



Umi Feeds is a non-profit dedicated to serving the hungry and homeless, healthy and nutritious meals. They rescue food from consumers, farmers, manufacturers, restaurants, grocery retailers, private chefs, etc. Our consultants helped the client conduct analysis on business operations, optimize their website, and develop a new fundraising strategy.

International Women's Think Tank

Marketing Analytics
Growth Strategy



IWTT's mission is to stimulate global awareness about concerns related to women and girls through research, critical thinking, and innovative solutions by providing a platform to facilitate the discussion of ideas in support of improving the status of women and girls. Our consultants helped the client conduct competitive analysis to create a business growth strategy.

Lotus Flower Om

Brand Management
Organizational Structuring
Technology Optimization
Financial Analysis



Lotus Flower Om has a mission to create intentional, functional, targeted, and easy-to-use skincare wellness products that help customers keep up with their busy lives, empowering women to prioritize their health, look and feel amazing all without sacrificing time, well-being, or happiness. Our consultants designed new packaging, restructure business processes, and conducted financial analysis.

Case Study

Client



Industry

Startup
Technology

Practice

Competitor Analysis
Market Strategy
Growth Strategy

Summary

AlphaROC is a well-established startup that provides data science and analytics using AI. They are building on the latest developments in machine learning, providing a suite of solutions to enable better decision making. AlphaROC focuses on providing analytics on a wide variety of unique data sets and constructing a 360-degree view of economic activity.

Problem Statement

With new developments in their product offerings, the client is interested in learning how they can continue to grow their business and increase market share. Overall, they are looking for a better marketing strategy and a business development plan.

Strategy

1. Understand the competitive landscape through conducting competitor analysis and SWOT analysis
2. Evaluate current marketing strategy to devise enhancements and new approaches to marketing and website optimization
3. Develop new key performance indicators (KPIs) to develop more measurable growth and business strategy

Impact

The proposed strategy positioned AlphaROC for enhanced market presence and potential growth in its customer base.

Case Study

Client



Industry

Small Business
Consumer Goods

Practice

Financial Analysis
Growth Strategy

Summary

Sourcing ingredients from local GA farmers when possible, Big Daddy Biscuits hand-press and oven bake all of their products. With multiple product lines of dog foods, treats, soaps, and other accessories, they are an established dog biscuit company of Atlanta.

Problem Statement

Big Daddy Biscuits primarily sells their products at farmer's markets and other special locations such as hotels and wedding venues. The client is currently facing market saturation and is interested in learning how they can potentially expand their total addressable market size.

Strategy

1. Conduct financial analysis to understand the client's current revenue streams and most profitable markets
2. Develop a marketing strategy to enhance the brand identity to grow the customer base

Impact

Through strategic planning, Big Daddy Biscuits is poised for broader market reach and potential growth in their customer base.

Case Study

Client



Industry

Small Business
Legal Services

Practice

Valuation Analysis
Market Research

Summary

T. Madden & Associates is a personal injury law firm that focuses on client wellness while also maximizing value. They focus primarily on claims for automobile accidents and other injuries. They currently have three offices in Metro Atlanta and one office in Augusta, GA.

Problem Statement

Our client is interested in exploring how they can grow inorganically, primarily through acquisition of other law firms. Our consultants were tasked with researching potential acquisition targets and developing valuation models for these acquisition targets.

Strategy

1. Determine which markets the client wants to expand into
2. Research potential acquisition targets within the markets the client wants to expand into
3. Develop criteria to evaluate each acquisition target
4. Build valuation model to determine fair valuation of acquisition targets

Impact

Strategic planning has positioned T. Madden & Associates for expansion into new markets and potential growth through targeted acquisitions.

Case Study

Client



Industry

Small Business
Technology

Practice

Operations
Business Development

Summary

The App Accelerator has a mission to allow individuals who have app ideas to go through a program and leave with starter funding, grant applications, and a tangible app. The client started in the incubator program from the US Virgin Islands and is now expanding to 15+ cities and universities across the United States.

Problem Statement

With the rapid expansion of the Incubator Program, the client wants to ensure sustainable growth. As such, she has requested CYC's help with organizational structuring, organizing her operations and be able to have grant funding and other major services all in one place.

Strategy

1. Conduct a review of the client's current business processes to understand the most important aspects of operations
2. Develop a business development strategy and infrastructure needed to enhance and streamline business processes

Impact

Strategic planning provided the App Accelerator with a clearer vision for their goals, positioning them for sustainable growth and streamlined business processes.

Case Study

Client



Industry

Small Business
Retail

Practice

Marketing Analytics
Market Strategy
Technology Optimization

Summary

Spa Nails designs, produces, markets and delivers to nail salon owners the finest products to set up a new business or remodel a nail salon. They are headquartered in Orlando, Florida with an office and manufacturing facility out of Atlanta as well.

Problem Statement

The client is currently looking to increase its profitability. Majority of the client's sales come from online so they requested guidance on how they could improve their website to boost sales. Additionally, the client is interested in increasing their marketing efforts to expand their customer base.

Strategy

1. Develop social media strategy to optimize engagement for maximum impact
2. Develop marketing strategy by researching fastest growing markets and how to enter targeted markets
3. Conduct technical review to optimize website's search engine marketing and UX/UI design

Impact

Strategic recommendations positioned Spa Nails to enhance online sales, optimize customer engagement, and expand their market presence.

Case Study

Client



Industry

Non-profit
Food Rescue

Practice

Marketing Analytics
Market Strategy
Technology Optimization

Summary

Umi Feeds is a non-profit dedicated to serving the hungry and homeless, healthy and nutritious meals. They rescue food from consumers, farmers, manufacturers, restaurants, grocery retailers, private chefs, etc. They give people in need access to food, personal care items, blankets, clothes, socks, hats/gloves, coats, and sanitary products.

Problem Statement

With increased demand for their services, the client needs to ensure that they have adequate funding to maintain and grow their operations. As such, our consultants were tasked with conducting a marketing analysis to develop a better strategic fundraising campaign and a better website design.

Strategy

1. Create a Tableau dashboard to understand the market and the client's scope of impact
2. Based on market findings, develop a fundraising campaign to establish sponsorships
3. Conduct technical review of website to improve UX/UI design

Impact

Strategic planning positioned Umi Feeds to secure necessary funding, enhance their online presence, and effectively sustain and expand their operations.

Case Study

Client



Industry

Non-profit
Female Empowerment

Practice

Marketing Analytics
Growth Strategy

Summary

IWTT's mission is to stimulate global awareness about concerns related to women and girls through research, critical thinking, and innovative solutions by providing a platform to facilitate the discussion of ideas in support of improving the status of women and girls.

Problem Statement

The client is interested in breaking into social media marketing and analytics as well as developing a more targeted marketing campaign. Our consultants conducted competitive analysis to understand which customer group the client should target and how the client should do so.

Strategy

1. Interview stakeholders to understand goals for the organization to determine best-fit customer groups
2. Develop business development plan and marketing plan based on target customer group

Impact

Strategic analysis enabled IWTT to identify their target customer group and develop a focused marketing plan, setting the stage for effective social media engagement and growth.

Case Study

Client



Industry

Small Business
Retail

Practice

Brand Management
Organizational Structuring
Technology Optimization
Financial Analysis

Summary

Lotus Flower Om has a mission to create intentional, functional, targeted, and easy-to-use skincare wellness products that help customers keep up with their busy lives, empowering women to prioritize their health, look and feel amazing all without sacrificing time, well-being, or happiness.

Problem Statement

Recently, the client pivoted from online sales to in-person sales through opening their first brick-and-mortar store. With this new expansion of the business, the client was interested in ensuring they had the necessary infrastructure for sustainable growth while increasing profitability.

Strategy

1. Create marketing collateral to improve the in-store and unboxing experience
2. Conduct technical review to improve website traffic and online sales
3. Streamline business processes and organization structure for future expansion
4. Conduct financial analysis to develop 5-year projections

Impact

Strategic initiatives positioned Lotus Flower Om for sustainable growth and increased profitability, providing vital resources to small businesses facing challenges due to lack of funding.

JBA Program



17

Junior Business Analysts

+Δ106%

Confidence in landing a job in consulting

+Δ99%

Confidence in using business analytics as a consultant



Training Sessions & Workshops

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

ATT Program



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



Mentorship Program

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

Client Engagement



JBA collaboration on the Lotus Flower Om client engagement, experiencing a consultant engagement first-hand

2023

Spring Networking Night



This semester, we hosted our 2nd Annual Spring Networking Night in collaboration with 180 Degrees Consulting at Georgia Tech.

It was a night filled with inquisitive conversations, providing a platform for 70+ students to interact with industry professionals, learning more about the consulting industry, what it means to be a consultant, and how to break into the industry. We were joined by 17 company representatives from 8 different consulting firms this semester.

Our Sponsors



Celebrating A Decade of Impact



Please join us in celebrating a decade of impact! Not only was our chapter a Georgia Tech established on April 23rd, 2014, the national non-profit organization was also started in 2014. We are pleased to announce that we have been serving the local Atlanta community for 10 years and look forward to our continued impact in the community!

National Conference

This semester, the National Task Force team hosted the 2nd ever National Conference at Emory University in Atlanta. We were joined by CYCers from other chapters such as NC State University, Southern Methodist University, Seton Hall University, Binghamton University and Baruch College.

The 3-day conference was filled with various activities and speakers. We were joined by keynote speakers such as Stacey Abrams, Mesha Mainor and Cassius F. Butts, as well as Atlanta-based small business owners and our chapter's former president, finalist on the hit show Survivor, and NASA employee - Carson Garrett.



Thank You!



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LinkedIn

www.linkedin.com/company/gtcyc



Instagram

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