



# Cornell Impact Report

INTEGRITY | EXCELLENCE | EMPOWERMENT | TEAMWORK



2019-2020



# Cornell CYC,

# Note From

What a year it's been! From recruiting a new class in September, to presenting our findings and recommendations to engagements, to Krispy Kreme fundraisers, so much has happened not even including the early end to the spring 2020 semester and the complete alteration of the economic landscape of America due to the COVID-19 crisis. When we founded the Cornell chapter of this organization over two years ago we never would have predicted the state that our country is currently in. Looking back to the fall of 2017 when we along with our two other co founders, Kathy Ma and Morgan Speidel, were looking into starting a new business club on campus that strayed from the typical elitist and harsh nature of others, it makes us so happy to look at where CYC is now and how we've stayed true to our intent. Unlike others, we wanted to not judge and weigh new member candidates based on looks, familial wealth, or connections and be open to anyone and everyone when deciding who best to take for the club. The core values and standards that we started this club with remain the same and are now more important than ever.

If we leave you with one thing, it is to remember the mission of CYC. To support and uplift small businesses in order to help them not only continue to survive but also thrive. Small businesses employ nearly 60% of the private workforce in the U.S., with about half only making it to their fifth year. In this time of economic uncertainty and unprecedented closures in small businesses, it is now more important than ever for us to contribute both personally and as an organization to small businesses whether it be through our engagements, donations, or continued shopping. We, as consumers, have a responsibility to support these local companies that have been mainstays in our college and home lives in whatever way we can.

Finally, we would just like to thank all of our members who have made this experience so memorable and worthy. You guys have been so passionate, engaging, attentive, and willing to learn. Thanks to you guys, our club now has successfully served 15+ small businesses in the community, and helped three cohorts of Cornell students realize their interests in consulting. You all are the lifeblood of the club, and we feel confident that you all will carry on the spirit of CYC into future years. This will especially be important in the inevitable aftermath of the crises our nation faces.

We want to thank you guys for the memories, and wish you all the best for the future! This isn't the end of the road -- even as we step into the next chapter of our lives, we will always be open to giving advice, mentorship, or even just a quick catch up!

## Our Advisors



**Until Next Time,  
Jasmine & Josh**



# About CYC

## Mission

To equip small businesses with skills and knowledge, driving change in local communities

## Values

Bringing the American Dream to life through empowering minority-owned businesses

## *Who We Are*

**Consult Your Community** is a registered national 501(c)(3) nonprofit that inspires communities into action.

Through semester-long, skills-based consulting projects, we mobilize college students to leverage their education, digital fluency, mentorship networks, and knowledge as customers to ***empower small business owners and drive change in Ithaca.***

# The Cornell Story



## *CYC Cornell*

was founded with the goal of empowering the local Ithaca community. Through non-profit work for local businesses, we aspire to give back to the people who add color to our college experience. Through the amazing work of the Cornell students, we get to help create impact through pro bono consulting.

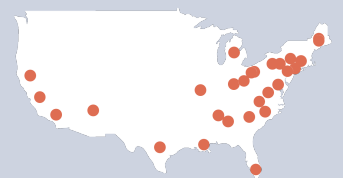
## What We Do



**Mobilize Cornellians**  
to develop their problem  
solving skills



**Working Businesses**  
Creating impact with 4 - 5  
local engagements



**National Efforts**  
support from over 20  
chapters





# Our Team



# Team

## Advisor

Thomas Flynn

## Freshmen

Kenny Wong  
Katie Zhao  
Athean Myat  
Hannah Kim  
Sydney Sirot  
Amber Leung  
Grace Zhang

## Sophomores

Amira Walia  
Yu An Chen  
Ahmer Shahzad  
Saumya Sharma  
Pearl Ngai  
Stephen Kaiser  
Manya Walia  
Minki Kim  
Melvine Gomilla  
Alex Foley  
Eduardo Monge  
Sofia Petrulla  
Emily Sheng

## Seniors

Joshua Yarnis  
Jasmine Zhou  
Vivian Li  
Hanna Haiman

## Juniors

Patrick Kirkwood  
David Akinokun  
Connie Liu  
Jane Zhang  
Hannah Biener  
Lauren Roseman  
Lexi Lexin



**Yu An**  
President



**Saumya**  
New Member  
Educator



**Patrick**  
VP of  
Engagements



**Connie**  
VP of Internal  
Affairs



**David**  
VP of  
Marketing



**Amira**  
VP of  
Social Affairs

## Executive Board



# Experience

## Where We Work



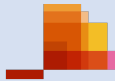
Goldman Sachs

IBM

Capital One



citi



RHK  
CAPITAL

AMALI



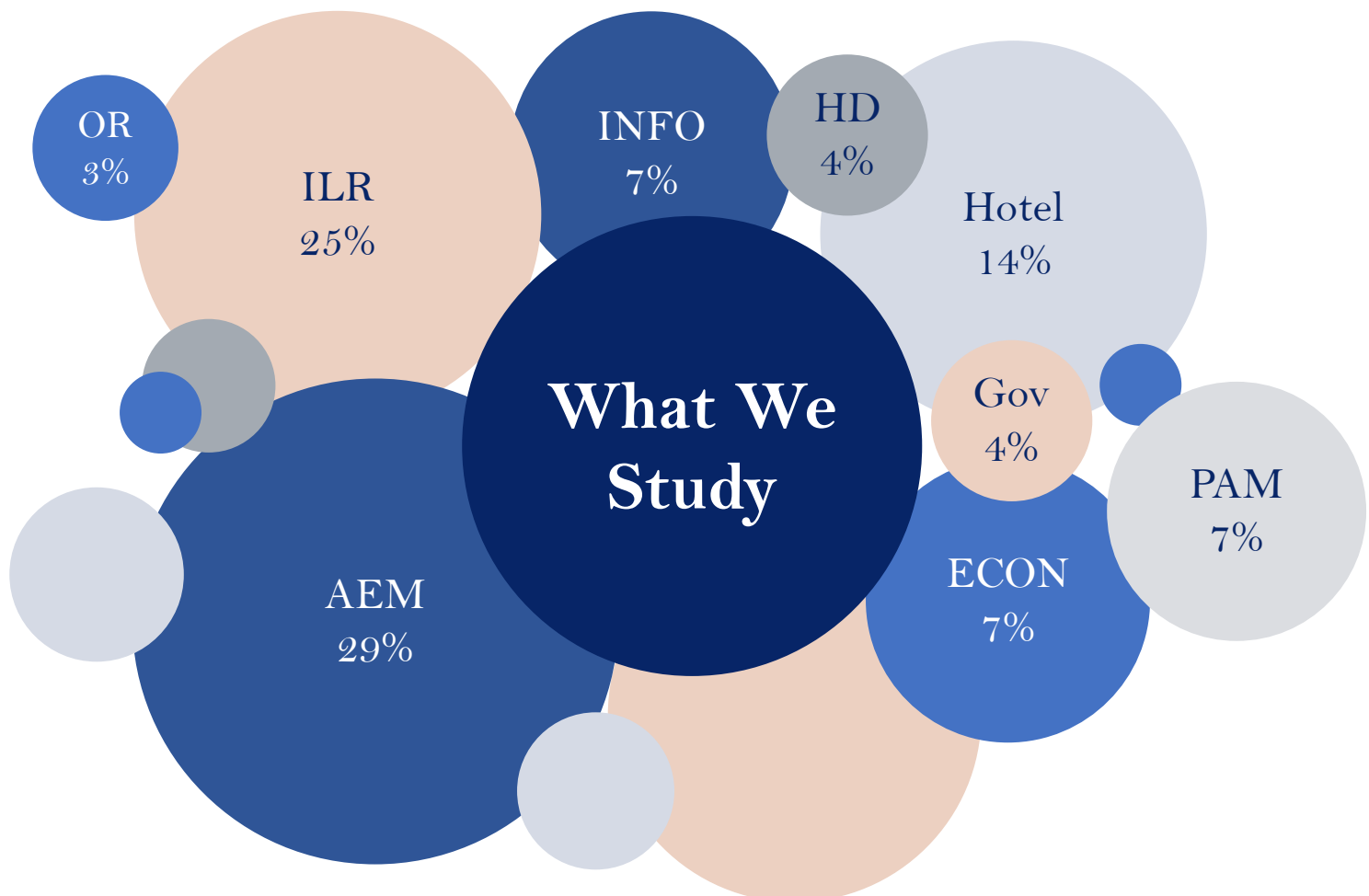
Morgan Stanley

pwc



BNCR

Deloitte





# Our Impact





# Industries

## *Focus on Impact*

Minority Owned

33%

Female Founded

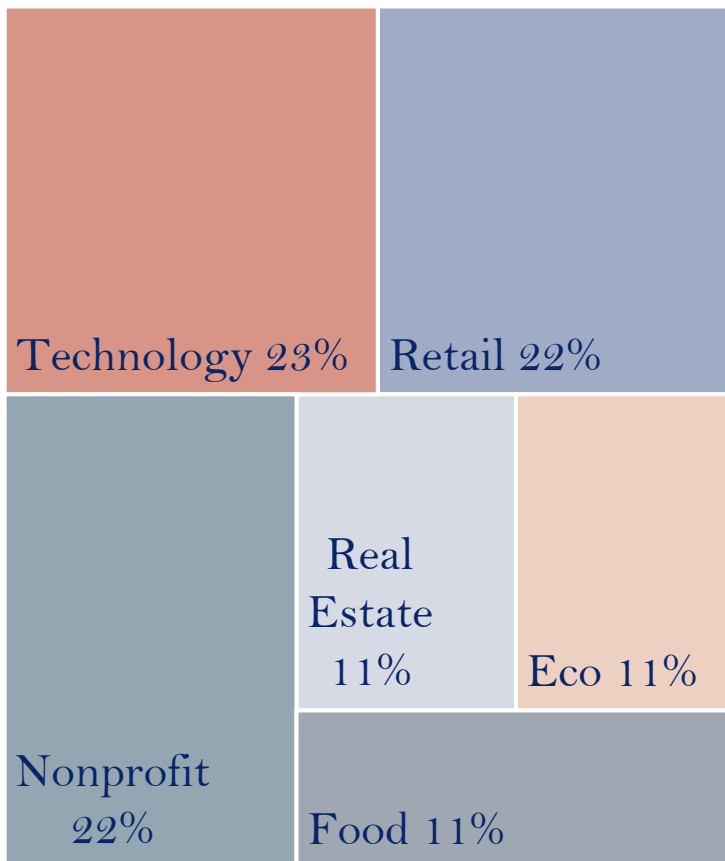
44%

Sustainability Focus

11%

2,688

total hours spent on our  
engagements



## *Areas of Expertise*

Strategic Growth

Brand Development

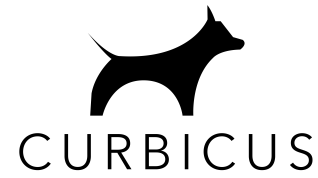
Product Expansion

Financial Analyst

Access to Capital

Business Development

# Engagement Spotlight



*"I have had a wonderful experience with CYC. All of the students I've worked with have been smart, creative, diligent, and genuinely interested in the project. I learned so much from them their skills, their perspectives, and fresh insights."*

*Anna Gannon  
Founder and CEO of Curbicus*

## Our Collaboration

Our Work  
Spans

3  
semesters  
12  
members

- ✓ Identified angel investors
- ✓ Constructed a website
- ✓ Evaluated marketing strategies
- ✓ Refined target market analysis



# Senior Farewell

## *Committed*

We would like to thank Josh, Jasmine, and Vivian for their commitment and mentorship. From coffee chats to Sunday brunches, we have seen them grown since the founding of this organization.

## *Impactful*

They've inspired us to make tangible impact in our local community. As college students, they've empowered us to instill change. We will miss them as they go on to revolutionize social impact with business.

## Thank You!





## Connect.

We would love to hear from our community. Please reach out through Facebook, LinkedIn, our Website

## Inspire.

To become one of our clients or to learn more about the analyst application process, please contact us through email

## Empower.

Especially in economically volatile times because of COVID-19, every dollar given will go directly to small businesses

 [www.cornellconsultyourcommunity.org](http://www.cornellconsultyourcommunity.org)

 [cornell@consultyourcommunity.org](mailto:cornell@consultyourcommunity.org)

 Cornell Consult Your Community