

Proposal for Fellowship Placement • Summer 2017

- Organization: **The Elmseed Enterprise Fund**
- Full street address of organization: **PO Box 207148, New Haven CT 06520**
- Website: **<http://www.elmseed.org>**
- Name and title of the Direct Supervisor (*please note: the Direct Supervisor must be available to supervise Fellow on a daily basis*): **Jennifer Cha, Chief Operating Officer**
- Phone number and e-mail address of Direct Supervisor: **jennifer.cha@yale.edu, (630) 544-7035**
- Placement dates (*8-11 weeks between Tuesday, May 30 and Friday, August 11, 2017*): **May 30, 2016-August 11, 2016**
- Are placement dates flexible? If so, please describe: **Yes. Placement dates can be adjusted as needed, but we hope that recipients will be able to stay the duration of the fellowship.**
- Hours of the program (*placements should be equivalent to full-time*): **9am-5pm, M-F but flexible depending on project schedule**

Placement Description

- Organization description (*Mission statement, population served. 150 words or less.*):

The Elmseed Enterprise Fund is a non-profit organization that provides business training courses, technical assistance, and individualized consulting to local entrepreneurs seeking to start or expand small businesses in the New Haven area. Its student volunteer team aims to empower entrepreneurs who lack the resources necessary to act on their business goals. Elmseed is committed to encouraging and enabling sustainable economic self-reliance in the greater New Haven area.

- Please write a 1-2 sentence summary of the work that the Fellow would be conducting

The Fellow will continue to uphold and provide all of the services and products Elmseed offers during the regular school year. This includes maintaining ongoing working relationships with clients, as well as taking on new clients and other associated projects.

- Please write a complete description of the specific project you propose and list the duties/outcomes expected of the Fellow. (*Suggested length: one to two pages.*)

Elmseed's mission is to facilitate the creation of small businesses by providing aspiring Greater New Haven entrepreneurs with access to business consulting, business training courses, and a network of peer support. Elmseed's three main products and services are:

- a) Individualized project-based consulting**
- b) An Entrepreneurship Development Course (EDC) run several times throughout the year**
- c) Drop-in office hours to address one-off questions or other projects with a short time horizon**

Although Elmseed is an entirely volunteer and student-run organization, its work and services continue year round. When the majority of student staffers depart for the summer, it is crucial that several Summer Managers work full-time from our New Haven office to oversee operations and provide ongoing support to our clients during the three-month gap.

The Fellow will work with 2 or 3 other Summer Managers (chosen from experienced Elmseed staffers) to ensure that the operational needs of the organization and our clients are met. Additionally, because the Summer Managers will be working full-time during this period, the position presents an opportunity to initiate and execute new projects that may not be otherwise feasible due to time constraints during the academic year.

In order to meet these goals, Elmseed is seeking a fellow to (together with the other Summer Managers) execute the following duties:

- **Organize and teach the EDC to small groups of aspiring entrepreneurs (with 2-4 EDC sessions held over the summer depending on demand)**
- **Respond to client inquiries and assist them in choosing the appropriate channel of Elmseed services**
- **Serve as a one-on-one project-based business consultant to approximately 5 clients (past consulting projects include business plans, marketing strategy, website creation, and break-even analyses)**
- **Deliver presentations about Elmseed's services at events or to community organizations**
- **Send regular updates on organizational growth and news to alumni and community partners**
- **Organizational project including, but not limited to:**
 - **Industry research**
 - **Demographics research**
 - **Metrics recording and organization**
- **Manage finances and accounting of Elmseed revenue and expenses**

- **Maintain communication with Elmseed's Board of Directors in regard to Elmseed's loan portfolio, financial updates, client updates and grant applications**
- **Various additional projects pursued independently by the Fellow**

The Fellow and other Summer Managers will maintain regular contact with the Executive Directions, Robert Cheng and Adam Davis, throughout the summer. The Executive Directors will provide the Fellow with the necessary information and training materials at the start of the summer, and continue to provide support and feedback over the three-month period. However, the Fellow will have the flexibility to pursue independent projects aligned with Elmseed's mission.

If required (as in the case of a Fellow being chosen for the position who is not a current Elmseed staffer), the Fellow will receive the relevant training from experienced Elmseed consultants or their co-Summer Manager prior to assuming his/her duties.

- **Specific skills/experience required for the project (*Please list*):**
 - **Strong written, verbal, and interpersonal skills**
 - **Superior organizational skills**
 - **Ability to work independently and initiate projects**
 - **Strong analytical research skills**
 - **Comfort or experience with public speaking**
 - **Consulting or client-facing experience (preferred)**
 - **Finance or accounting experience (preferred)**
- **Additional requirements (e.g. a car or weekend working hours). If a car is required, please include information regarding parking arrangements and mileage reimbursement):**
 - **Car preferred but not required**
 - **Some projects or responsibilities may require weekend work hours (including client meetings or presentations), but the working schedule is largely flexible**

- Briefly describe the work that Yale PPSF Fellows have done with your agency in the past and present. If you have not worked with Yale Fellows, please describe any work that Yale students have done with your agency.

Last summer, Rachel Troy, a Yale College student and member of Elmseed, served as a PPSF Fellow with our organization. During this time, Rachel worked on both operational and strategic projects, ensuring that Elmseed's products and services could be offered to our clients throughout New Haven even when school was not in session. She served as a consultant to underserved entrepreneurs, marketed and led our Entrepreneurship Development Course, met with Elmseed's community partners, and initiated our Office Hours program. She also helped manage our finances and kept track of accounting for the summer.