• Organization: Elmseed Enterprise Fund

• Full street address of organization (Fellows must be provided with a desk and computer at placement site and cannot work remotely): 133 Elm St, New Haven, CT 06510 / Mailing Address PO Box 207148, New Haven CT 06520

• Website: http://www.elmseed.org

• Name and title of person who will be the Fellow’s direct supervisor (the supervisor must be available to supervise Fellow on a daily basis): Co-Executive Director, currently Samantha Coury as of Fall 2019. Executive Directors transition December 2019.

• Phone number and e-mail address of proposed direct supervisor: samantha.coury@elmseed.org, 239-850-7269

• Placement dates (8-11 weeks between Tuesday, May 26 and Friday, August 7, 2020): Tuesday, May 26 and Friday, August 7, 2020

• Are placement dates flexible? If so, please describe: Yes, placement dates are flexible. We hope that the recipient will be able to serve Elmseed for the duration of the summer, but we understand that sometimes this is not possible. Fellows normally work for 2 – 3 months.

• Proposed work schedule (placements should be equivalent to full-time and not more than 37.5 hours/week): 9 am to 5 pm M-F, with 1 hour for lunch, flexible depending on project schedule.
Placement Description

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

Elmseed aims to empower entrepreneurs who lack the resources necessary to start or expand small businesses. Elmseed is committed to encouraging and enabling sustainable economic self-reliance.

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

Fellows serving as Elmseed Summer Managers are responsible for advancing Elmseed’s mission of business development in the New Haven community. This work includes working with clients and community partners, as well as managing day-to-day operations and hosting workshops.

- Write a more 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 entrepreneurs and small business owners in the Greater New Haven area with access to business consulting and business training courses. As of Fall 2019, Elmseed’s two main services are:

a) Individualized project-based consulting
b) An Entrepreneurship Development Course (EDC) run several times throughout the year

Although Elmseed is an entirely volunteer and student-run organization, its work and services continue year-round. When most student staffers depart for the summer, it is crucial that a few Summer Managers work full-time in New Haven to oversee operations and provide ongoing support to our clients.

The Fellow will work with 1 or 2 other Summer Managers (chosen from experienced Elmseed staffers) to ensure that Elmseed operations are maintained and that we meet the needs of our clients. Summer Managers will be working full-time during this period; thus, 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.
To meet these goals, Elmseed is seeking a fellow to (together with the other Summer Managers) execute the following duties:

- Respond to client inquiries and assist them in choosing the appropriate channel of Elmseed services. This includes being able to draft and evaluate business plans, conduct market research, financial projections, marketing plans, and helping identify funding opportunities.
- Organize and teach the EDC to small groups of aspiring entrepreneurs (2-4 EDC sessions held over the summer depending on demand)
- Create and teach additional topic-based classes in line with current demand
- Serve as a one-on-one project-based business consultant to approximately 5 -10 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
- Present updates and report to the Executive Board of Directors at monthly meetings
- Organizational project including, but not limited to:
  - Industry research
  - Demographics research
  - Metrics recording and organization
  - Collection of institutional knowledge
- Various additional projects pursued independently by the Fellow pending approval of the Executive Directors

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

If the Fellow chosen is not a current Elmseed staff, the Fellow will receive the relevant training from experienced Elmseed consultants or their co-Summer Manager prior to assuming his/her duties.

- List specific skills/experience required for the project:
• Strong written, verbal, and interpersonal skills
• Superior organizational skills
• Ability to work independently and initiate projects
• Strong analytical research skills
• Experience with public speaking
• Consulting or client-facing experience (strongly preferred)
• Finance or accounting experience (strongly preferred)

• Additional requirements (e.g. a car or weekend working hours). If a car is required, include information regarding parking arrangements and mileage reimbursement):

• Some projects or responsibilities may require weekend work hours (including client meetings or presentations), but the working schedule is flexible.

• Elmseed generally hosts drop-in office hours at the New Haven Free Public Library from 10am-12pm on Saturdays.

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

In Summer 2018 Jonathan Kraft and Teava Torres de Sa, Yale Class of 2021, served as invaluable summer managers for Elmseed. During this time, they worked together to advance Elmseed’s presence in the greater New Haven area. They hosted office hours at the New Haven Free Public Library, provided consulting to New Haven entrepreneurs, and sought out and strengthened community partnerships. Additionally, they led the selection of an additional Executive Board member, Gina Bingham of the NHFPL. Jonathan Kraft was recently elected Director of Education and Teava Torres de Sa continues to consult the organization. In Summer 2019, Lily Rogers, Yale Class of 2021, acted as sole summer manager and conducted the above business operations, in addition to working with eleven businesses over the summer. Of these eleven clients, five were new relationships that she established over the summer.