Cornell
SC Johnson College of Business

Center for Sustainable Global Enterprise

Big Red Microenterprise (BRM)

Johnson's Local Business Advisors

About

BRM is a program of the Center for Sustainable Global Enterprise at the S.C. Johnson College of Business. It connects local, sustainably-inclined entrepreneurs with Cornell Johnson MBA students who want to contribute to the Ithaca community by promoting the value of small businesses and supporting inclusive wealth creation and local economic development.

What we do

BRM provides free coaching services to promising entrepreneurs who are seeking help to think through business plans, tackle business problems, and connect to other helpful resources to support growth and expansion. Typical projects include:

- branding & marketing strategies
- operational improvements
- pricing analysis
- strategic planning
- e-commerce and digital marketing
- financial modeling & projections
- growth strategy or pivoting
- and more

Benefits of participating



Free, individualized business coaching with Cornell MBA or graduate students



Learn practical business skills that suit your needs



Identify how to meet your entrepreneurial goals

Who can apply

Self-employed Tompkins County residents or small business owners in or near Tompkins County are eligible to apply!

Preference is given to applicants that meet one or more of the following criteria:

- Earn less than 80% of the county's median income
- Operates a sustainability-focused business (wanting to make a social or environmental impact)
- Business has been operational for at least six months
- Limited access to the formal financial system due to poor credit history, lack of credit history, or limited collateral

Recent Clients

Launched in 2009, BRM has worked with numerous small businesses in the region over the years.

To read about some of the projects visit our website at: https://www.johnson.cornell.edu/center-for-sustainable-global-enterprise/students/br-microenterprise/

Some of the more recent clients include:

epiWELL

Modern Alchemy

shibui

Food and Ferments

LEV Kitchen

Laughing Goat Fiber Farm

Mama Said Hand Pies

Ithaca Toys

Fine Spirit Yoga

Diversity + Acceptance + Community Camp Earth Connection

Africa Pure

Dish Truck

Sunny Days of Ithaca

Baldwin

THRIVE Ithaca EcoVillage Education Center

Stone Bend Farm

Next Steps

Fall

- Submit written application
- Schedule time to talk to BRM program director/coordinator

December

- Initial meeting with BRM student coaches

January - May

- Work with BRM student coaches

Quotes

I was completely blown away by the extreme professionalism, active listening, high quality research and overall excellence of the team assigned to my business.

- Christa Nunez, The Learning Farm

Both years the student teams where able to synthesize what we shared and create a meaningful deliverable that we use. The students that we worked with were GOOD people and diverse and that made the experience so much more valuable.

- Lee Kaltman, Ithaca Toy Company

Contact

For more information please contact:

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