

ACADEMIC INSTITUTION	St. Thomas University
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PROJECT NAME	Incubatorly
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NEED AND AUDIENCE

Incubatorly was created to help small student businesses grow, despite the stress, time management and other problems student entrepreneurs have faced during the COVID-19 pandemic. Incubatorly's target audience are university students that have or are planning to start their own small business. Supporting small businesses on our campus is important because it is a way for students to earn money and develop a product or service they are passionate about.

ACTION TAKEN

Incubatorly's main action was to plan a student entrepreneur fair on campus. The aim of this fair was to create a platform for student entrepreneurs to promote their small business and sell their products. Incubatorly volunteers created different advertisements that were sent to the entire student body about the fair. Three small student businesses (VamVam, Melqui Dessert, Azusa Studio) registered to participate in the fair as well as one student association (Latin American Students Association) that was interested in selling a product to raise funds for charity. Before the event, Incubatorly hosted a training course with the registrants to ensure their success at the event. Incubatorly gave each student entrepreneur a name tag and a profit tracker to ensure all the sales were recorded. The entrepreneur fair lasted two days. At the end of the fair, Incubatorly collected each participant's profit tracker. Incubatorly was able to partner with the St. Thomas University Students' Union who helped promote the event.

IMPACT

The overall impact of our project was that the three student entrepreneurs and one student association were able to promote their business venture in the most high-traffic area on our campus. The sales from the event totaled \$930.53.

STANDARD METRICS
 (These metrics are related only to the project presented and represent work done since March 1, 2021)

Number of businesses started	0	Number of existing entrepreneurs helped	4
Number of people exposed to entrepreneurship	+50	Number of jobs created	0

PROJECT START DATE	November 2021
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IS THIS PROJECT WHOLLY-OWNED AND OPERATED BY THE TEAM?	Yes
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