



COVID-19 has had a severe impact on Williamsburg and the surrounding area. In partnership with the Hampton Roads Small Business Development Center (SBDC), students from the Raymond A. Mason School of Business are offering 10 hours of **free** counseling services to help.

This summer, your business has the opportunity to work directly with William & Mary's student-run CrimDell Small Business Network to form plans and implement strategies to aid in recovery. Projects to be conducted can include cash flow analysis, digital marketing strategy, disaster relief loan navigation, reopening strategies, or other COVID related challenges. The process per project is below.

Process per project:

- Business client to complete the 641 form (attached) to become a client of the SBDC.
- Business client is assigned a team of 2 students.
- Initial meeting to establish project focus and scope.
- Team of 2 students work to form a project outline.
  - Information from your business will be requested as needed.
- Business project outline is signed off on by an SBDC Official.
- Students will source data and information to finalize their recommendation.
- Final recommendation approved by an SBDC Official.
- Business team presents the recommendation to the business client and outlines next steps.

We expect these 10 hours to be completed over a two-week period, consisting of both time spent meeting with your business and research conducted by the CrimDell business analysts.

**If you would like to participate, please fill out and return the 641 form (attached) to this email address. We will contact you shortly for next steps and look forward to a lasting partnership!**

All the best,

CrimDell Directors

[Learn more about the HR-SBDC here.](#)

[Learn more about CrimDell SBN here](#)