

914INC.

The Acceleration Project, Scarsdale

Outstanding Advocate for Small Business Award

BY CHELSEA FINGER



(left to right) Nikki Hahn, Jane Veron, Vanessa Siderow, and Tracy Jaffe

PHOTOGRAPHY BY TOSHI TASAKI

The Acceleration Project (TAP) is helping bolster Westchester's economy, one small business at a time. Cofounded by Jane Veron in 2012, the Scarsdale nonprofit provides experienced consultants to local small businesses in need of strategic and tactical advice.

The process doesn't only help the small business, though. Part of TAP's mission is to empower professionals who have left the workforce by giving them an opportunity as consultants, so they can use their professional skills in a meaningful way.

One TAP success story is Undercare, a manufacturer that provides undergarments to people with limited mobility. TAP consultants worked with Undercare founder Susanne L. Shoemaker in 2013 to "bring business skills and branding, marketing, and manufacturing strategy" to the fledgling New Rochelle-based enterprise. In 2016, Undercare was named a top-10 finalist in a US Small Business Administration InnovateHER challenge.

Since TAP's founding, more than 100 businesses in 11 Westchester communities have received guidance and support from their consultants; today, there is a waiting list for both small businesses and consultants who want to work with the organization.

Veron also has her sights set beyond Westchester. She has received interest from people all over the country (and even from the UK) who'd like to see an organization similar to TAP in their area. "We feel like we do a great public service and not only with businesses. We're also proud of the success of getting people back into the workforce," says Veron.



RELATED STORIES