



**THE
ACCELERATION
PROJECT**

FOR IMMEDIATE RELEASE

CELEBRATING LOCAL SMALL BUSINESS SUCCESSES ON SMALL BIZ SATURDAY

***Women-Run Nonprofit Revitalizes Westchester's Main Streets
One Entrepreneur at a Time***

SCARSDALE, NY (11/27/19) -- As part of its ongoing mission to revitalize local economies, The Acceleration Project (TAP) continues to help an ever-increasing number of Westchester County small businesses achieve success. But it doesn't just encourage consumers to patronize Main Street on Small Business Saturday, TAP provides Wall Street financial, marketing, and operations expertise to entrepreneurs who typically can't access it.

Founded in 2012 as a 501c3 organization, TAP is a unique, award-winning consulting firm providing small businesses, municipalities and nonprofit organizations with affordable, high-impact strategic consulting. Its innovative model recruits, trains, and mobilizes a premier team of women professionals to leverage their business expertise in order to boost local economic development and keep small businesses vital.

TAP serves over 100 clients through its high-touch programs each year. Approximately 75 percent of businesses served are women-owned, and 33 percent are minority-owned. **Recent local success stories include:**

HAND CRAFTED Catering and Events (handcraftednyc.com) in New Rochelle provides high-end, customized, chef-supervised catering. TAP consultants provided advice on how to use financial records in managing daily activities, instruction on improving time management, and assistance with marketing their new retail location and developing a menu. "Working with TAP has greatly changed my understanding of how to analyze our client base, how to manage the growth of the business, and even price events. TAP was truly amazing; I was blown away by the consultants' backgrounds and the ease of explaining complex business issues to lay people such as ourselves," said Justin Christopher, one of the owners of HAND CRAFTED.

CONTACT: Henriette Moureau | 646-283-6536 | henriette@theaccelerationproject.org
 Laura Halligan | 914-589-7785 | laurah@theaccelerationproject.org



Nely's Restaurant (facebook.com/nelysrestaurant/) is an authentic, 16-seat Mexican restaurant in Yonkers. TAP offered branding and marketing support targeted to increase its catering and in-house dining businesses, and provided improved financial analysis and recordkeeping tools to assist the owner in making more informed business decisions. "We called TAP because we wanted to grow, we wanted new ideas, excellent ideas. Although I speak a little English, it was important for me that the support was given in Spanish. The consultants were very good and their service was excellent. After the growth I've experienced in my restaurant, I realized how much I need to grow as a person too," said owner Olivia Flores.

The Curtain Shop (curtainshop.com) is a discount window treatment and home accessories retailer in New Rochelle. TAP consultants collaborated with the owner to create a new brand strategy and identified new marketing opportunities, improved understanding of product sales and revenue contribution, and recommended window display, store layout, and website improvements to help drive sales. "I worked with TAP consultants as a tool to gain access to skill sets, collaboration, and unique ways to do problem solving. I have a refreshed view of how to look at things versus being stuck in a bubble... It was encouraging and refreshing to have different sets of eyes look at my business and TAP into (no pun intended) resources I never imagined being able to have," stated owner Louis Vaccaro.

According to TAP CEO Jane Veron, "TAP is a dual mission organization. We're devoted to local economic development and helping small businesses flourish, and channeling talent into the economy, ensuring that people with professional expertise have an opportunity to use it for the greatest impact." She continued, "The people who work at TAP bring heart to what they do. They are committed to excellence, and equally passionate about building trust and providing compassionate, meaningful advice to each business we serve."

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For more information about TAP, its clients, activities, partners and/or consultants, visit theaccelerationproject.org.

CONTACT: Henriette Moureau | 646-283-6536 | henriettem@theaccelerationproject.org
 Laura Halligan | 914-589-7785 | laurah@theaccelerationproject.org