

THE STREET VENDOR ENTREPRENEURSHIP ACCELERATOR PROGRAM

2023 Cohort

URBAN
JUSTICE
CENTER



Street
Vendor
Project

Opener Question



**What is one tool you will be taking
with you from this cohort?**

AGENDA

1	Awards! 11:00-11:30AM
2	Agenda: 11:30-11:11:35AM
3	Record Keeping Tools: 11:35-11:50AM
4	Marketing Tools: 11:50PM-12:15PM

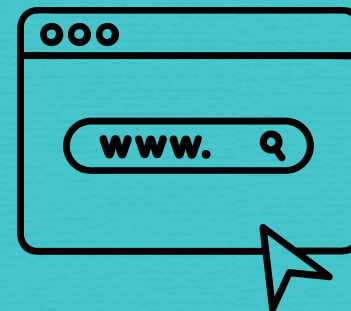
	5	Costumer Service Tools: 12:15-12:35PM
	6	Evaluation: 12:35PM-12:55PM
	7	Lunch: 12:55PM-1:30PM
	8	

How can you use technology to your advantage?

Record Keeping



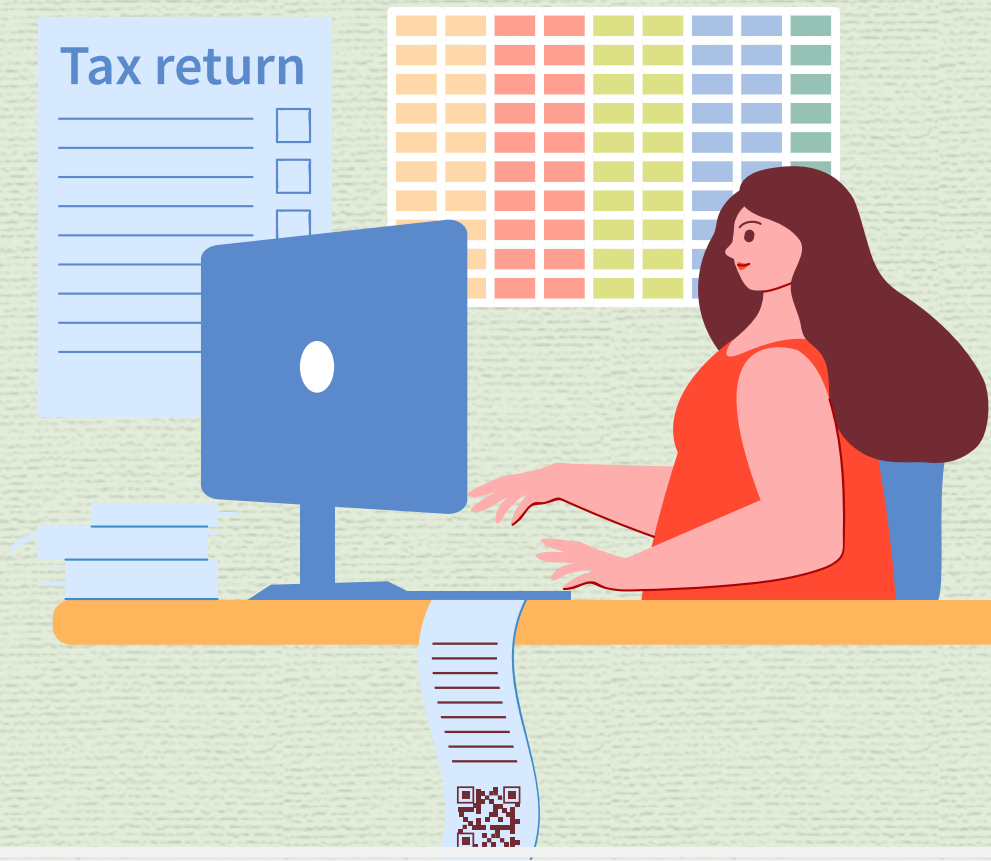
Customer Service



Marketing



Record Keeping Tools



Google Drive



What is Google Drive?

- Google drive is a file storage service with different tools such as google document, sheets, slides, forms, gmail.
- Free, you just need a google email account.

Google drive- Record Keeping tools

Google sheets

- Good for record keeping.
- Formulas and graphs to make analysis.
- Offers formatting: workbooks, sheets, cells, rows and columns
- Can collect data from Google forms

Google docs

- Offers Workpage
- Planning
- Record keeping
- organizing
- Business Plan

Google Sheets & Google Docs

docs.google.com

Mail - Kendy Amaya Morfin - Outlook | Home - Canva | SVEAP-December meeting - Video Prese...

Sales records ☆ 📁 ☁

File Edit View Insert Format Data Tools Extensions Help

150% | \$ % .0 .00 123 | Defaul... | - 10 + | B I A | 🗑️ 📐 📏 |

	A	B	C	D	E	F
1	Day	Item	Amount	Price	Total Profits	
2	Friday 1	Tamales	100	\$3	\$300	
3	Saturday 2	Tamales	300	\$3	\$900	
4	Sunday 3	Tamales	100	\$3	\$300	
5	Monday 4	Tamales	200	\$3	\$600	
6	Tuesday 5	Tamales	250	\$3	\$750	
7	Wednesday 6	Tamales	100	\$3	\$300	
8	Thursday 7	Tamales	300	\$3	\$900	
9	Friday 8	Tamales	100	\$3	\$300	
10	Saturday 9	Tamales	150	\$3	\$450	
11	Sunday 10	Tamales	50	\$3	\$150	
12	Week's Total		1650	\$3	\$4,950	
13	Monday 11	Tamales				
14	Tuesday 12	Tamales				
15	Wednesday 13	Tamales				
16	Thursday 14	Tamales				
17	Friday 15	Tamales				
18	Saturday 16	Tamales				
19	Sunday 17	Tamales				

+ ≡ December ▾

aving...

Tools Extensions Help

Normal text ▾ | Arial ▾ | - 11 + | B I U A | 🔗 + 🖼️ | ☰ ▾ ⌵ ▾ ☰ ▾ ☰ ▾ |

1 2 3 4 5 6 7

Meeting notes Email draft @ More

Google Sheets

Example

Sam is a tamale vendor who often updates her weekly sales to keep an organized record to file for taxes. She sells each Tamale for \$3 and works the 7 days of the week. This week she sold as follow:

- **Monday:**
- **Tuesday:**
- **Wednesday:**
- **Thursday:**
- **Friday:**
- **Saturday:**
- **Sunday:**

Microsoft office-Excel

What is Microsoft 365?

Microsoft 365 is a software with different applications such as microsoft word, excel, powerpoint, outlook etc.,

One important tool for bookkeeping is excel and word. They offer similar tools like google drive but you will need to pay a subscription fee.



Inuit Quickbooks

What are the tools?:

- Keeping record of your expenses and profits by bookkeeping.
- Can automatically generate reports.
- Helpful for tax fillings.
- Great way for business analysis.
- Can link bank account, payroll, square, paypal, mailchimp.

How can I make an account?

- Plans from \$30-\$200
- Need email
- Billing information

How can I learn how to use it?

- Online courses
- Accountants
- Quickbooks offers courses.
- Quickbooks has support in multiple languages, including english, spanish and arabic.

Why are these tools important?

- **Organizing**
- **Keep track of your expenses, inventory, sales, profit**
- **Analyze your data**
- **Planning**
- **Collaborate**

The background is a light blue color with several large, organic, teal-colored shapes that look like liquid splashes or abstract waves. These shapes are positioned in the corners and along the sides of the frame. In the center, there is a white rectangular frame with slightly rounded corners. Inside this frame, the words "Marketing Tools" are written in a bold, purple, sans-serif font. The word "Marketing" is on the top line, and "Tools" is on the bottom line, both centered horizontally.

Marketing Tools



Google Business Profile




Why should I build one?

- Share essential information about your business
- Share your photos, logos, and more
- Use reviews to connect with costumers and see how they like your products/services
- Will put your business on google maps!

How can I build a business profile?

- Free as long as you have a google account
- Business name
- Choose business type
- Business category
- Business address
- Contact information: Phone & Website
- Connect to google maps
- <https://www.google.com/business/?ppsrc=GPDA2>

Halal Indian Food and Gyro Truck





Halal Indian Food and Gyro Truck


4.3 ★★★★★ (54)
Indian restaurant · [Open](#)


[OVERVIEW](#) [MENU](#) [REVIEWS](#) [PHOTOS](#) [ABOUT](#)

[DIRECTIONS](#) [SHARE](#) [SAVE](#)

 Serves vegetarian dishes






 258 Greenwich St, New York, NY 10007
0.5 mi

 [Open](#) · Closes 8 PM

 [Suggest an edit](#)

[OVERVIEW](#) [MENU](#) [REVIEWS](#) [PHOTOS](#) [ABOUT](#)

Details

 Small plates  Quick bite  Casual  Vegetarian options  Good for

Service options

☒ Delivery ☒ Takeout
☒ Dine-in

Popular for

☒ Lunch ☒ Dinner
☒ Solo dining

Offerings

☒ Comfort food ☒ Quick bite
☒ Small plates ☒ Vegetarian options

Dining options


☒ Lunch ☒ Dinner

Atmosphere

☒ Casual

[OVERVIEW](#) [MENU](#) [REVIEWS](#) [PHOTOS](#) [ABOUT](#)



Sort by



 **Rohaizad Nordin**
Local Guide · 57 reviews · 417 photos


★★★★★ 2 months ago

Take out | Lunch | \$1–10

This yellow cart "Bismilla" is now located outside the Whole Foods due to the street works. The prices are fair compared to the carts found around Zucotti Park. The meats ... [More](#)



 **Hafiz Mughal**
22 reviews · 45 photos

★★★★★ 3 months ago

Take out | Lunch | \$1–10

The Canva logo is displayed in a white, elegant script font against a solid teal background. The word "Canva" is written in a cursive style, with the 'i' having a distinct dot.

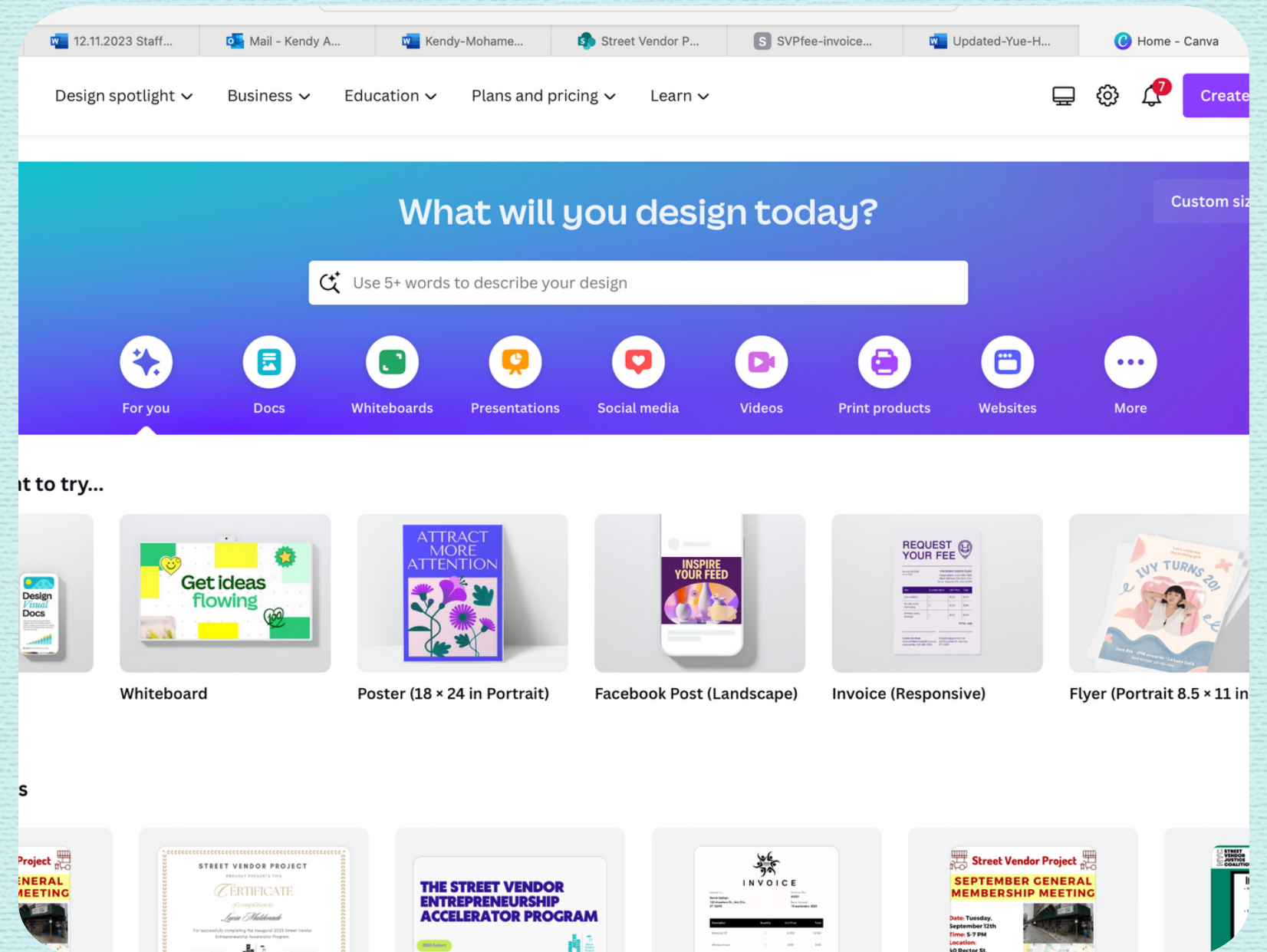
What is Canva?

Canva is an online free graphic design tool. You can use it to create social media posts, posters, presentations, videos, logos, business cards and more.

What are the tools ?

- Design Templates
- Images
- Graphics
- Photos
- Texts

You can use these tools to create designs to market your business and show your creative side!

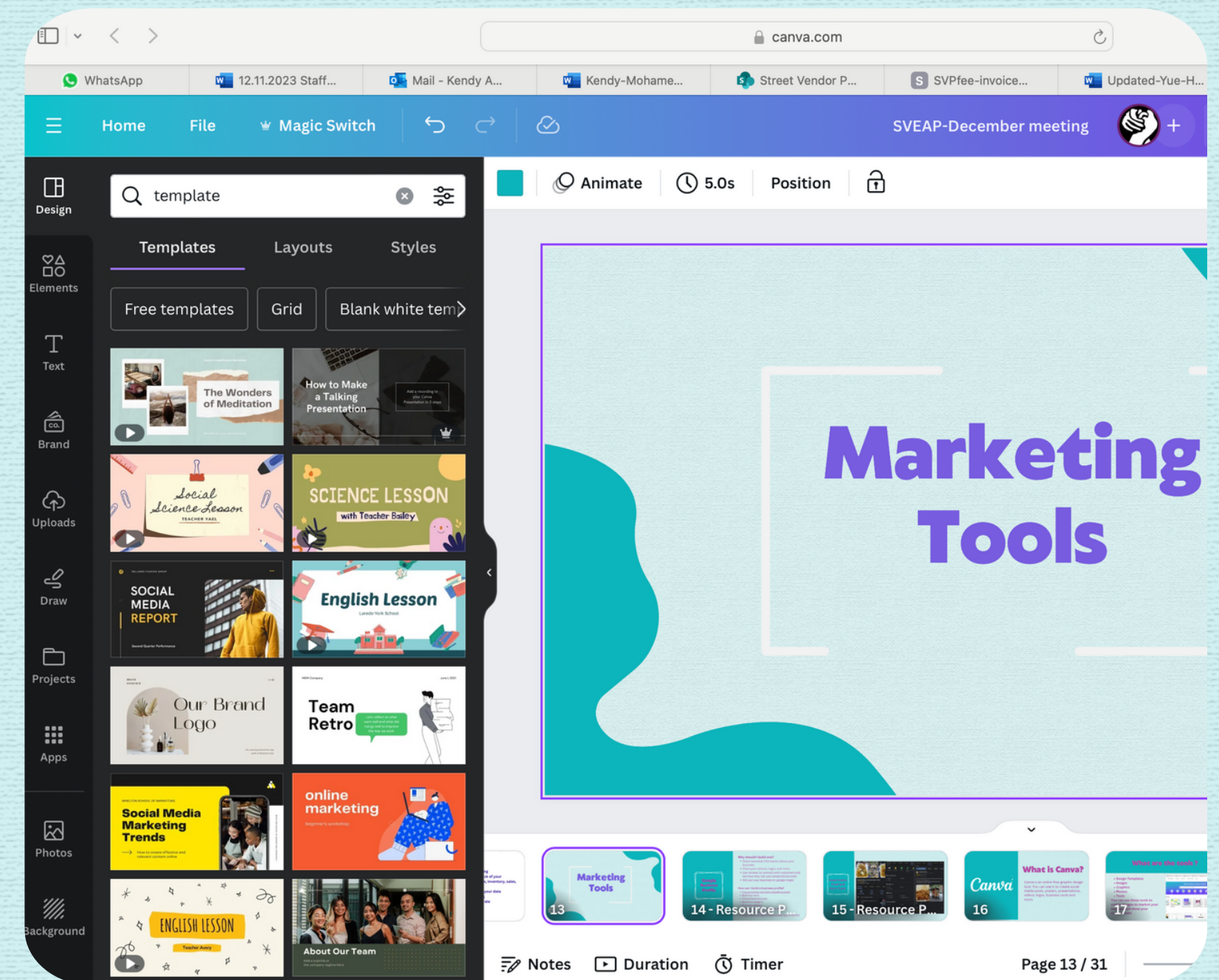


How can I make an account?

There is a free option for Canva however if you want to access more tools there is a \$12.99 a month subscription fee for Canva Pro.

To make an account you will need:

- An e-mail address.
- Contact information (name, phone number)
- If you wish to subscribe to Canva Pro: billing information





Customer Service Tools

E-COMMERCE



What is E-commerce?

The buying and selling of goods and services over the internet.

Usually, goods and services are sold through a website and social media account

E-Commerce Tools

Etsy



Websites



Online Marketplace



Apps



Website & Domain

What is a Domain?

A domain is a website name that is used to identify a website.

Ex: www.streetvendor.com

Why is a website useful?

A website can provide costumers an easy way to contact you and learn more about your products, services and business.

Can allow you to reach a broader audience of costumers through social media.

Website builders

	Description	Subscription
Shopify	Shopify is a commerce platform that lets anyone start, grow, manage, and scale a business. It enables businesses to build an online store, market to customers, and accept payments across multiple sales channels and locations.	<ul style="list-style-type: none">• Plans from \$40-\$400• Name of business• Personal contact information• Billing information• A domain• link: https://www.shopify.com/pricing
Squarespace	Squarespace is a website builder that allows users to create and modify webpages using pre-built templates. Squarespace is suitable for individuals, small businesses, and creative professionals who want to showcase their work or launch an online store.	<ul style="list-style-type: none">• Plans from \$16-\$40• Name of business• Personal contact information• Billing information• A domain• Link: www.squarespace.com
Bigcartel	Big Cartel is a web-based e-commerce website builder geared toward independent artists and retailers. With Big Cartel, you can create an online store, add products and services, as well as accept payment and run promotions. This platform also includes a sales tax autopilot.	<ul style="list-style-type: none">• Has a free plan• Other plans from \$0-\$20• Name of Business• Personal Contact information• Billing information• Sales Tax information• Sales Reports• www.bigcartel.com

Online Marketplace

What is an online marketplace?

An online marketplace is a website or mobile application that connects buyers and sellers.

Selling Platforms

Description

Subscription

Etsy	Etsy is an online marketplace where independent artists and crafters can sell their goods. Etsy is primarily associated with handmade toys, collectibles, art, home goods, vintage furniture, jewelry, clothing, and holiday items, in addition to crafts and craft supplies.	<ul style="list-style-type: none">• You can make a free account• Online or app• Business Name/Username• Billing information• List products.
Amazon	Amazon is an e-commerce platform that sells many product lines, including media (<u>books</u> , movies, music, and software), apparel, baby products, <u>consumer electronics</u> , <u>beauty products</u> , gourmet food, groceries, etc.,	<ul style="list-style-type: none">• Amazon seller account• Free option and paid subscription option• List products
Facebook Marketplace	Facebook Marketplace is an e-commerce platform that connects sellers and buyers. It is a free-to-use platform that allows anyone with an active Facebook account to list or buy items with no hidden fees . You can browse and buy, or list and sell items to other Facebook users across the country. You can also chat with others through Messenger.	<ul style="list-style-type: none">• Free to use• Need a Facebook account• Join a marketplace, list your product, include details.• Connect with buyers• coordinate on paying and delivery methods.

Delivery Apps

Delivery Apps

Applications that allow businesses to sell products by delivering to costumers.

Delivery Apps

Description

Subscription

Uber Eats	<ul style="list-style-type: none">• Customer orders, you prepare their food and then it's delivered.• Food delivery platform• Business Name• Location• Contact information• Billing information• Menu	<ul style="list-style-type: none">• A percentage of your order goes to the platform• Usually you just need to make an account and connect it to your system.• Link
Doordash	<ul style="list-style-type: none">• Customer orders, you prepare their food and then it's delivered.• Food delivery platform• Business Name• Location• Contact information• Billing information• Menu	<ul style="list-style-type: none">• A percentage of your order goes to the platform• Usually you just need to make an account and connect it to your system.• Link
Seamless	<ul style="list-style-type: none">• Customer orders, you prepare their food and then it's delivered.• Food delivery platform• Business Name• Location• Contact information• Billing information• Menu	<ul style="list-style-type: none">• A percentage of your order goes to the platform• Usually you just need to make an account and connect it to your system.• Link

Evaluation Time & SBS form



Have questions? Reach out.

Mohamed Attia

mattia@urbanjustice.org

Phone: 646-602-5683

Kendy Amaya Morfin

kamayamorfin@urbanjustice.org

Phone: 646-923-8380





LET'S
CELEBRATE