

FOR IMMEDIATE RELEASE:

Contact:

Cheni Yeurshalmi
Sunshine Suites
890 Garrison Avenue, Suite L401
Bronx, NY 10471
212-624-5856
www.sunshineny.com

Sunshine Bronx, First City Funded Business Incubator in the Borough Yields Large Contracts in First Three Months



Bronx, NY, May 3, 2012 — The Bronx’s first city-funded business incubator for entrepreneurs has only been in operation a little over three months, but has already made an impact on the economy in the South Bronx.

This facility is not yet at capacity, but already there have been strategic partnerships formed, enabling the participants to expand service offerings and reach more potential clients and customers. To demonstrate success to date, here

are some examples from just six businesses and what they have generated in the first three months since the incubator opened.

There are 35 businesses at Sunshine Bronx (known as Shiners) so far, with full capacity to be around 300 entrepreneurs. To understand a small portion of the impact of the incubator, a group of six of the current members have already generated over \$150,000 in contracts in just 90 days and are expecting almost \$400,000 in new contracts in the next six months. These contracts are both within the Sunshine community and outside, bringing revenue into the incubator.

“We have been able to form strategic partnerships and provide many more services to our clients because of these partnerships within the community,” states Mandi Susman, owner of [Sus4Media](#), an internet marketing and social media agency. She is now able to provide her clients with graphic and web design thanks to a strategic partnership with Yadilka Frias of [Yadilka Marketing & Design Consulting](#). Their first joint client was signed within a week and there are three meetings with potential clients for the duo this week. Frias adds: “Sunshine Bronx is more than just a space, it’s a diverse community of entrepreneurs and the ideal location for anyone that is seeking to grow their small business in NYC.”

Another example is a joint proposal by Shayne Spencer of [Think Work Media](#), Miguel Sanchez of [Mass Ideation](#) and Brian Wilson of [Live Online Training Systems](#) which may also involve Yadilka Consulting and Sus4Media. They are currently working on a joint proposal that could yield extensive work for months to come supporting a company that produces trade shows with all aspects of computer needs (automation, systems, design, online marketing, etc.). Sanchez says of Sunshine Suites: “If you need help growing your business Sunshine Bronx is where you need to be.”

Sunshine has not only yielded contracts outside the incubator, but many from within as well. Don'Angelo Bivens of [The Maestro Project](#) provides education to entrepreneurs through Sunshine Suites and has already closed 10 classes in New York City and is projecting almost 100 classes to be offered in the next six months.

The amount of collaboration that has already occurred in just three short months has been incredible. There were doubts about how much success a business incubator could have in the South Bronx and it seems we have already proven the doubters wrong.

#

For more information about Sunshine Suites and the businesses mentioned in this release, visit www.sunshineny.com or contact Cheni Yerushalmi.