



# CAYDEN CAY CONSULTING

CLIENT CASE STUDIES

# Case Study

## About Gumroad

Gumroad is an online platform that enables creators to sell products directly to consumers. It was founded by Sahil Lavingia in 2011 with the intention of making selling as easy as social sharing. Gumroad enables creatives to sell directly to their audience — so that they can make a living doing what they love. As of 2020, creators have earned over \$321M selling films and courses and music and books and more of this platform.

[Grant information](#)

[Grant Winners](#)

## Service

Project Management Services-Grant Launch

Project Management Services- FaceBook Group Launch

## Challenge

African American business owners have always had to overcome great obstacles to succeed. COVID-19 as well as the daily injustice that continues to happen every day to the Black community, Small black business owners are fighting even harder to maintain their business against a range of inequalities that stand in their way. To support the African American Community and the Black Lives Matter Movement, Gumroad wanted to give grants to small black businesses. Gumroad wanted to also create a community for their creators to network and engage with one another.

## Solution

Cayden Cay Consulting created the Small Black Business Grant that gave 10 black business owners a \$500 grant towards their business expenses. Cayden Cay Consulting created a Facebook Community that runs on autopilot that is catered to creators on the Gumroad Platform.

## Outcome

Cayden Cay Consulting developed the criteria for the grant, created the processes in order to apply for the grant, created the marketing collateral to promote the grant, selected the grant winners, developed the marketing collateral to announce the winners of the grant, and distributed the funds to the winners. Over 700 small black businesses applied for this grant and the entire process was completed in two weeks. Cayden Cay Consulting launched the Gumroad Creators Circle Facebook Group and it currently has over 4,000 creators. Cayden Cay Consulting is the Project Manager of the Facebook Groups to boost engagement and morale.



# Case Study

## Mastercard Partnership

### About Vcita

Vcita is the #1 business management and client engagement app, designed to help small businesses grow. Tailored specifically for service providers, vcita redefines the way businesses interact with their clients, driving more opportunities from the web, mobile, email and social while empowering clients to self-serve. Founded in 2010 by Itzik Levy and Eran Utmazgin, Vcita started out as an online scheduling platform. Over the years, Vcita evolved to become an all-in-one app that includes all the tools a small business needs to manage and grow their business. Vcita includes an online CRM to manage all client communications together with online scheduling, online payments, email & SMS campaigns, lead generating website widgets, and everything a small business needs to drive Vcita is based in Seattle, Washington and Tel-Aviv, Israel.

### Service

Educational Training and Development  
Business Consulting

### Challenge

Vcita was looking for Vcita was looking to tap into the millennial market to get more users on their platform. They also wanted to partner with a business that specialized in business development to help them with a major educational partnership that they had with one of the number financial companies in the world, Mastercard. Mastercard is a global pioneer in payment innovation and technology connecting billions of consumers, issuers, merchants, governments & businesses.

### Solution

Educational Training: Cayden Cay Consulting is an Operational Management Firm owned by a millennial. We created a 6 week series specific for millennial professional service providers on how to grow their bottom line and streamline their organization using the Vcita platform.

### Outcome

Using our business growth principles to grow your business, we had over 600 millennials sign up for this 6 week online series; out of the 600 sign ups, over 250 of them signed up for a Vcita's subscription. Our CEO, Bianca Shellie-Robinson partnered with Vcita/Mastercard to become one of their business captains that teach business consulting and development to Mastercard Business Credit Card users. The educational platform is called business unusual



# Case Study

## About Certify My Biz

Certify My Business is a Business Development Firm that helps Small Business Win Big. They have 5 divisions: Business Formation, Government Certification and Contracting, Non Profit Set Up, Transportation Operating Authority, and Business Development. Tiffany Latoi is the President of Certify My Biz headquartered in Indianapolis, Indiana

## Service

Project Management Services- Course Launch  
FaceBook Group Launch

## Challenge

Certify My Business wanted to create a course so that they could go from servicing one client to many clients. They also wanted to create a community of like minded business professionals that wanted to start winning government contracts.

## Solution

Cayden Cay Consulting created a Facebook group called the Small Biz Academy for professionals that wanted to start in government contracting. Cayden Cay Consulting created all sales pages, funnels, branding, and marketing needed to launch the Facebook group. Cayden Cay Consulting also developed the launch strategy needed to create the digital collateral to sell the digital course. Cayden Cay Consulting created all of the sales pages, funnels, branding, and branding for the course launch.

## Outcome

Certify My Biz had over 2,000 members in their Facebook group in 10 days. Certify My Biz gained over 2,000 subscribers on their mailing list in 10 days. Certify My Biz made over \$20,000 from their digital course in just 2 hours.



# Case Study

## About AeroStar Avion Institute

The AeroStar Avion Institute delivers programs that teach skills necessary to not just participate, but LEAD in the next generation of STEM innovation. Students are immersed in inquiry-based learning, engineering design projects, they operate flight simulators, remote controlled helicopters, drones, RC airplanes and VR headsets. They also build model airplanes and rockets to specifications. They study and demonstrate extensive knowledge on flight theory, aviation weather, aircraft radio operation, aircraft cockpit instrumentation and STEM careers. TAMMERA L. HOLMES is the founder of Aerostar headquartered in Chicago, IL.

### Service

Business Consulting  
Project Management Services- Program Launch

### Challenge

AeroStar wanted to add an additional stream of income in their business model that would convert their in person learning model to a digital platform.

### Solution

Cayden Cay Consulting did a two hour Business Operations Analysis with AeroStar to develop the framework needed to create an online membership program so that they could make monthly passive income.

### Outcome

Cayden Cay Consulting developed the collateral needed to have a 5 figure membership launch. Aerostar had over 300 students enroll in their educational membership which made over \$15,000 in monthly passive income.