

Testimonial

George Brown College Centre for Business Student Engagement

The Summer of 2020 was a busy one for Soteria120. Not because we had tons of business coming in the door, but because we engaged with 66 students and interns from 10 different schools working on 19 separate projects!

This incredible opportunity came through a platform called Riipen, which is like a dating app for schools and companies looking to provide workplace experience to students. Because the COVID-19 pandemic shut down many school's summer internship and co-op programs, Riipen stepped up its matching service to allow for "virtual internships."

We weren't actually planning to have so many students and projects, but with Riipen the opportunities to partner with different schools just kept pouring in. In the end the schools we partnered with spanned North America and the UK, and included programs ranging from Business Administration, Marketing, Business Analysis, and Research Associates. We got to work with some intelligent, energetic, and engaged people with diverse backgrounds and experience. That was one of the best parts, because where all those diverse inputs overlapped we knew there was something important to consider.

This is relevant context for the testimonial we're providing for George Brown College's Centre for Business Students. When we initially engaged with Rebecca Tapiero to find a group of Business Administration students to help us with our Market Disrupter Entry Strategy project, we thought we might get a handful of students. Instead, after consultation with the course instructor, Tyler Krimmel, we got 3 separate teams of 4-5 students who executed 3 projects over the course of a couple of months.

Bearing in mind that we had ample students and programs to compare with, the GBC students really stood out. They were energized, inquisitive, professional, and experimented with multiple tools and different approaches. The communication was effective, even though it was all via zoom and with a 2-hour timezone difference. The students were timely, and delivered the work products as instructed, sometimes going well above and beyond.

The projects they worked on all provided tangible results. These were:

- A customized risk dashboard build in MS PowerBI, which, with a little tweaking and some Microsoft accounts that we had to purchase after the project is now live, [here](#).
- Some new ideas for how to display our products online (which we haven't implemented yet)
- Some valuable feedback and complete User Experience Testing on our user sign-up process, which we've completely redesigned and implemented, [here](#).
- An automated product development tracker that integrates multiple systems including our project management system, development environment, and web portal. We're still implementing that, with further student involvement.

- Research and developed draft content for 5 educational programs

In short, our engagement with GBC was very fruitful! The quality of the work did vary between the students, but all of it at least met our expectations. One student's work exceeded our expectations so completely that even though we are a startup with very little capital available we just had to retain the student as a contractor and are still employing him 3 months later.

Our experience in working with students from GBC's Centre for Business was very positive, and we would recommend it to anyone who is looking for capable and creative students to help develop their business.

Robert Crooks

CEO, Founder, Soteria120

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