



**Suffolk
Entrepreneurship
and Educational
Development
Collaborative
(SEED)**





What is SEED?

SEED is the first-of-its-kind, cross-disciplinary, University-run consulting clinic that empowers entrepreneurs in today's competitive marketplace. We deliver custom business services through a dynamic collaboration of Suffolk University faculty, alumni professionals, and students working across several disciplines from marketing and advertising to finance, legal, accounting, and funding.

Our approach combines the personal attention of a boutique advisory firm with the robust resources of a world-class university. We provide the strategic capability and practical assistance small businesses need to flourish while providing students with a unique integration of experiential and contextual learning. Students engaged in SEED have access to all of the University's resources and Boston's rich array of networks, particularly its business community.

Serving the Needs of the Local Business Community

According to Lending Tree, 19% of new Massachusetts businesses fail in their first year, 43% in their first five years, and 61% in their first 10 years. Research conducted by Suffolk's Center for Entrepreneurship revealed that underserved businesses in the Commonwealth are overwhelmingly inundated with demands far beyond their operational capacity. These small businesses need practical support in order to thrive. The specialized expertise provided by SEED is a key strategic solution to address this critical gap and support our local community.

SEED works with a mix of small businesses at various stages, ranging from startups to well-established organizations—intentionally selecting new and underserved businesses as part of our client mix each semester. We offer these businesses free or sliding-scale fee access to resources through the following clinics, each led by senior-level business executives serving as clinical directors who guide students through their projects:

- ▶ Consulting
- ▶ Accounting
- ▶ Funding
- ▶ Marketing

Other support is provided by the Suffolk Law Clinic and Suffolk in the HUB student-run marketing agency.

Providing Suffolk Students with a Unique Educational Experience

Undergraduate and graduate students are eligible to participate in SEED as a semester-long academic course. Accepted students, known as SEED Scholars, are placed in cohorts of eight–12, representing their area of specialty—accounting, consulting, marketing/advertising, or funding. During the first six weeks of the semester, students develop skills in their respective specialties. For the remainder of the semester, students work on client projects as members of a cross-disciplinary team under the guidance of SEED clinical directors.

SEED Scholar Benefits:

- ▶ Working directly with industry experts to solve real challenges for real businesses in real time
- ▶ Developing leadership and problem-solving skills and building confidence
- ▶ Networking with alumni, local business professionals, and organizations
- ▶ Gaining exposure to potential new career paths through experiences with a variety of organizations and functional areas
- ▶ Cultivating a sense of civic responsibility and an understanding of the importance of community engagement
- ▶ Earning academic credits while building a professional portfolio that will distinguish them in a competitive job market



"My leading a SEED team of undergrad and grad students, pulling together their different skills and perspectives for our project, has been a fantastic experience. SEED is also really great in building student confidence, especially when it comes to engaging with clients and developing presentation skills as well as overall people skills."

Grace Walsh

Finance and Business Economics Double Major
Class of 2027



"This semester in the SEED class has been a transformative journey for me. Most importantly, I experienced the strength of collaboration. Working with my teammates taught me that innovation isn't a solo act—it's a process of listening, iterating, and building together."

This course helped me become the kind of leader I want to be: one who embraces change, values diverse perspectives, and understands that at the heart of modern business is the ability to respond to uncertainty with creativity and courage."

Bo Zhang, MBA '25

Building Suffolk University's Reputation in Boston and Beyond

SEED provides Suffolk with the potential for an advantage in an evolving, competitive higher education marketplace. It could enhance the University's reputation among prospective applicants—particularly the high-achieving students who are most suited for this innovative program.

In addition, SEED leverages partnerships with prominent Boston organizations to expand the impact of its resources: Jaylen Brown's Boston Xchange, the Jrue & Lauren Holiday Social Impact Fund, the City of Boston, the Greater Boston Chamber of Commerce, Harvard University, MIT, Roxbury Community College, Motta Financial, Foley & Lardner LLP, and Lando & Anastasi, LLP.

Scaling and Expansion of SEED

SEED's pilot phase began in January 2025 with approximately 70 undergraduate and graduate students enrolled to date. By 2026, it seeks to expand to 100+ students. Another 100 students will participate annually in SEED workshops that serve Boston's entrepreneurial ecosystem.

In this pilot year, at least 16 Boston-area businesses will have benefited through consultations and services with SEED teams. By 2025-26, the number of businesses is expected to increase to 25. In addition, SEED is planning short-term workshops that will engage numerous other businesses annually.



Making an Impact with Your Support

Support from Suffolk alumni, friends, and the business community is vital to SEED's growth and long-term success. Your gift will create opportunity, fuel student success, and strengthen Boston's small business community. Your donation can be allocated toward:

- ▶ Covering expenses associated with providing hands-on experience to students
- ▶ Scholarships to attract more students to Suffolk to participate in SEED
- ▶ Fellowships that enable graduate students to serve as mentors for undergraduates
- ▶ The expansion of SEED by covering new functional areas and serving more small businesses
- ▶ Hiring additional faculty to staff the clinics and instruct a larger group of students

For further information, contact:

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Learn more at
suffolk.edu/seed