

CBFP Brand Questionnaire

1. Why did you start CBFP?

To help students who lost internships or work during the pandemic, and businesses that were struggling as a result of the pandemic. CBFP is a way to help both sides of this issue in a time where it's needed most.

2. What problems does CBFP address?

- Students without internships, businesses struggling to adapt digitally and engage consumers online, and professionals who now have a lot of extra time that want to make a difference

2. How is CBFP unique?

The team or "pod" structure adapts to a business's needs dynamically, the company is entirely remote & volunteer based, and it's a mentorship program based in real world problems and crises

2. How will businesses find you?

Digital advertising via social media, word-of-mouth via anyone connected to the program, and direct outreach to some businesses.

2. Name some adjectives that you aspire to describe CBFP

Interconnected, United, Strong, Community, mentorship, love, support, help, guidance, leadership, collaboration, education, compassion