

# Be It Enterprises LLC

## CAPABILITY STATEMENT

**NYC** Small Business Services  
Minority and Women-owned Business Enterprise (M/WBE) Certified



### ABOUT

Be It Enterprises was created to address health disparities in marginalized communities caused by social determinants of health. We are a full-service health and wellness consultancy based out of New York City. We provide an array of customized wellness curriculums, workshops, courses, products, and management services designed to offer evidence-based sustainable wellness solutions for seniors, children, health workers, caregivers, schools and faith-based communities.

### CORE CAPABILITIES

Our whole approach to wellness is evidence-based, sustainable, spirit-driven and supportive of mental health.

- ❖ Create unique and customized wellness courses and curriculums
- ❖ Manage wellness programs, campaigns, initiatives for government and private organizations
- ❖ Group coaching, diabetes prevention, fitness training, healthy lifestyle behaviors
- ❖ Content creation for quality senior and children's recreational programs

### PAST PERFORMANCES

- ❖ Columbia University Wellness Center – InTouch Community Health Worker Program; creator of “PACC” curriculum (Physical Activity for Community Care)
- ❖ Southbridge Fitness Center - Created “Move Better Feel Better” award-winning senior fitness/lifestyle program
- ❖ Mount Sinai Hospital – Created & facilitated “Mo Burn!” After work fitness program for staff/health care workers
- ❖ Emblem Neighborhood Health – Facilitated 18 months of fitness/lifestyle classes NYC residents in Harlem

### DIFFERENTIATION

- ❖ **Hybrid delivery model:** Onsite/Online, health & lifestyle workshops (prevention and self-care); lower in cost and bigger in impact.
- ❖ **Diabetes Prevention onsite & online:** Our team of Certified Lifestyle Coaches deliver a CDC/NDPP approved yearlong diabetes prevention program.
- ❖ **Professional audio/visual content:** Professionally produced original audio/visual/print materials offered in conjunction with courses and workshops.

### COMPANY INFO:

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### CERTIFICATION

NYC-MWBE Certified

### INDUSTRY CODES

#### NAICS:

- ❖ **624120** - Services for the Elderly and Persons with Disabilities
- ❖ **624110** - Child and Youth Services
- ❖ **624190** - Other Individual and Family Services
- ❖ **611699** - All Other Miscellaneous Schools & Instruction
- ❖ **711510** - Independent Artists, Writers, and Performers
- ❖ **621340** - Recreational (art, dance, music therapy)
- ❖ **812990** - All Other Personal Services

#### NIGP:

- ❖ **95281, 95282** - Seniors, Senior Citizen Centers
- ❖ **95221** - Children's Services, Preventative, Family Rehab
- ❖ **95276** - Recreation
- ❖ **94873** - Physical Fitness Programs
- ❖ **95265, 95267** - Mental Health Services Adults, Seniors
- ❖ **94842, 94856** - Health Care Management