



HUNTINGTON STRATEGY GROUP

Annual Report

2025





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Letter from the Board

I am pleased to share Huntington Strategy Group's inaugural Impact Report for 2025. As the Founding President, I take great pride in the progress our organization has made towards creating sustainable, lasting impact on our clients and communities. Over the past year, we have successfully delivered an expanding portfolio of high-impact projects across a diverse range of services, including market assessment, fundraising strategy, policy and feasibility study, and competitor analyses. Our talented teams have worked diligently to drive the success of 12 engagements to date, with our impact ranged from climate justice to institutional food service to financial services to automotive & energy markets.

As we continue to expand both at Northeastern and beyond, we remain focused on several key priorities: upholding the high standards of excellence that define our projects, strengthening our organization's brand presence and financial sustainability, and identifying new strategic partners to provide guidance for our student-led consulting group.

Before concluding, I'd like to extend my sincere gratitude to our Founding Team – Darren, Kenji, David, Kristie, and Sabrina – for their vision and unwavering support in building HSG from the ground up. To the 2024-2025 Executive Board – Darren, Monica, Abby, Eddy, Jasmine, Annie, Ria, Emily, Mabel, Gabe, Avril, and Derrick – thank you for your exceptional leadership and contributions during this pivotal year of HSG's growth. Finally, we warmly welcome to our incoming 2025-2026 Executive Board – Abby, Eddy, Mabel, Ria, and Gabe, who are continuing their tenure, along with Dylan, Emily, and Nik as our new Executive Board members.

To our valued clients, partners, and consultants, we thank you for your continued support, and we look forward to collaborating with you in 2025-2026 as we contribute to a more inclusive and equitable world – one project at a time.

Sincerely,

A handwritten signature in black ink that reads "Kevin Shao". The signature is fluid and cursive, with the first name "Kevin" and last name "Shao" clearly distinguishable.

About Us

Huntington Strategy Group (HSG) is entirely student-run. We take pride in leveraging the enthusiasm and innovative perspectives of the next generation. HSG specializes in providing consulting services for non-profits and social enterprises in the Greater Boston Area. Through our unique approach, we seek to enact positive change within our community by offering strategic insights, implementing sustainable solutions, and fostering collaborations. By harnessing the collective talent and passion of our student members, we aim to empower organizations dedicated to social causes, amplifying their impact and contributing to a more inclusive and equitable Boston.

OUR CLIENTS

HSG is dedicated to delivering innovative solutions and strategic guidance to our clients, specifically choosing to collaborate with social impact-oriented organizations to catalyze positive change and contribute to the betterment of society.

OUR CONSULTANTS

HSG fosters the personal and professional growth of our consultants/students by providing a dynamic platform where their exceptional skills and unwavering dedication to our mission are not only recognized but also harnessed to create meaningful impact.

OUR COMMUNITY

HSG is committed to giving back to the Greater Boston Area, acknowledging that as we invest in local communities today, we are not only fulfilling our societal responsibility but also sowing the seeds for a more interconnected and prosperous future where the dividends of positive change benefit both our clients and the community at large.

Our Team

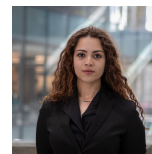
SP25 Management Team



Kevin Shao
Founder, President
Class of 2025



Monica Xiao
VP, Consulting
Class of 2025



Jasmine Harris
VP, Impact
Class of 2025



Annie Zhang
VP, Finance & Legal
Class of 2025



Mabel Jiang
VP, Consulting
Class of 2026



Gabriel Carrascoso
VP, Marketing
Class of 2026



Ria Narayanan
VP, Talent & Events
Class of 2026



Eddy Ye
VP, Business Development
Class of 2027

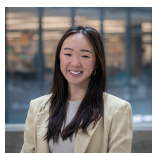


Derrick Chen
AVP, Consulting
Class of 2027

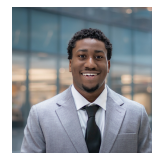
Project Renewal



Austin Kim
Engagement Manager
Class of 2025



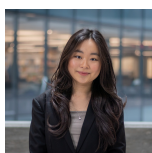
Emily Eng
Consultant
Class of 2026



Franklin Emuchay
Consultant
Class of 2026



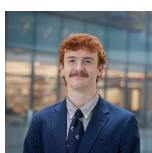
Aiden Yee
Consultant
Class of 2027



Linda Xiao
Consultant
Class of 2027

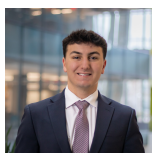


Jack Pereira
Consultant
Class of 2027



Sam Kelly
Consultant
Class of 2027

Project Surge



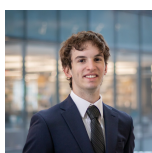
Nikolas Kojoian
Engagement Manager
Class of 2026



Caleb Lu
Consultant
Class of 2027



George Athanasopoulos
Consultant
Class of 2026



Daniel Smith
Consultant
Class of 2027



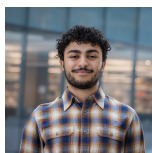
Mamie Yang
Consultant
Class of 2027



Olivia Yeung
Consultant
Class of 2027

Our Team

Project Michelin



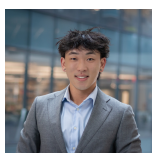
Daniel Myrick
Engagement Manager
Class of 2026



Eva Panin
Consultant
Class of 2026



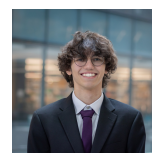
Angelina Li
Consultant
Class of 2027



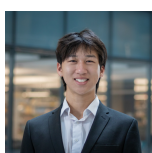
Jesse Huang
Consultant
Class of 2027



Jacob Fletcher
Consultant
Class of 2027

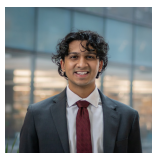


Matthew Tavares
Consultant
Class of 2027



Evan Jiang
Consultant
Class of 2027

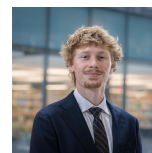
Project Horizon



Vikram Subramanyam
Engagement Manager
Class of 2027



Aishani Raju
Consultant
Class of 2027



Dylan Sabenfass
Consultant
Class of 2027



Saiuri Parimi
Consultant
Class of 2027



Nichole Chen
Consultant
Class of 2028



Franklin Indra
Consultant
Class of 2028

Business Development Team



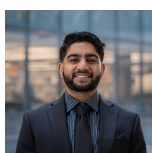
Eddy Ye
VP, Business Development
Class of 2027



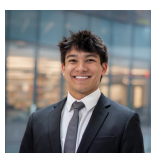
Conny Tsang
Business Development Associate
Class of 2025



Colin Xiang
Business Development Associate
Class of 2026



Arvin Balani
Business Development Associate
Class of 2026



Zachary Romero
Business Development Associate
Class of 2027

Faculty Advisor



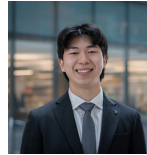
Kevin Chuah
Assistant Professor
D'Amore McKim School of Business

Our Team

F24 Management Team



Darren Hsing
Founder, President
Class of 2025



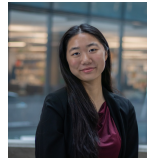
Kevin Shao
Founder, President
Class of 2025



Abby Binaday
VP, Consulting
Class of 2026



Monica Xiao
VP, Consulting
Class of 2025



Annie Zhang
VP, Finance & Admin
Class of 2025



Emily Cohen
VP, Talent
Class of 2025



Avril Mauro
VP, Events
Class of 2025



Eddy Ye
VP, Business Development
Class of 2027



Jasmine Harris
VP, Impact
Class of 2025



Gabriel Carrascoso
VP, Marketing
Class of 2026

F24 Consultants



Linda Vo
Engagement Manager
Class of 2025



Viraj Jayaraman
Engagement Manager
Class of 2025



Dennis Ho
Consultant
Class of 2025



Nikhil Verma
Consultant
Class of 2026



Catherine Wang
Consultant
Class of 2027



Amaya Malik
Consultant
Class of 2027



Andrew Hu
Consultant
Class of 2027



Vikram Dhillon
Consultant
Class of 2027

Our Projects



BCAN

HSG advised Boston Climate Action Network (BCAN), a Boston-based grassroots environmental policy non-profit working to rallying city residents to act on climate change policies, on two engagements. The first engagement focused on identifying donor market size and developing an organic growth strategy while the second engagement identified potential donors and developed a donor outreach strategy. Ultimately, these enable BCAN to take on a greater capacity and advocate for policies such as a bill to make AC mandatory in all Boston Public Schools.



Ceres

Ceres is a nonprofit advocacy organization advising companies on sustainable business practices. HSG assessed the feasibility of Ceres launching Investor Climate Action Plans (ICAPs) to its Investor Services network, guiding institutional investors on integrating sustainable strategies without sacrificing returns. HSG conducted a market and competitive analysis of the sustainable consulting industry and provided go-to-market recommendations, including pricing strategy and operational considerations, to support the ICAP rollout.

Giverrang

Giverrang is a financial services company focused on uplifting small businesses through Community Gift Card programs that drive local spending and strengthen economies. HSG completed a 9-week investor search and screen engagement by identifying potential investors based on different segmentations. The team also developed an investor sourcing strategy based on Giverrang's criteria as well as early-stage investor criteria.



Our Projects

EatWell

EatWell is a meal kit subscription startup with the mission to make healthy eating more available in food insecure communities. HSG conducted a two-phase project, with phase one focused on primary research to understand the offerings and role of accountable health organizations (ACOs). Phase two consisted of a market study and competitive analyses in the nutrition education offering market.



Revel

Revel is a NYC-based startup offering EV ride-share services and public fast-charging (DCFC) stations to accelerate EV adoption in metropolitan areas. HSG conducted a market study that evaluated the growth opportunities for EV ride-share and charging infrastructure across major U.S. cities, including a supply-demand analysis for DCFC, EV adoption trends, and ride-share market projections. In the end, HSG identified attractive metropolitan areas for Revel and proposed strategies to engage communities, municipal governments, and policymakers.



it's electric

it's electric is an electric vehicle charging infrastructure startup dedicated to improving accessibility to convenient curbside charging solutions for urban EV drivers. HSG completed a two-phase project, with phase one developing detailed competitor case studies, and phase two estimating the market value of the U.S. EV charging industry. These engagements assisted with it's electric seed round funding and establishing credibility for growth potential.



Our Projects



Schneider Electric

HSG supported Schneider Electric in advancing its circular manufacturing strategy by conducting an in-depth market assessment of circular economy practices and identifying key competitors in the space. HSG researched industry best practices and evaluated strategic partnership opportunities to align with Schneider Electric's sustainability goals, with go-to-market recommendations outlining strategies to enhance Schneider Electric's competitive positioning in the circular manufacturing landscape.



All In Energy

HSG advised All In Energy, a Boston-based nonprofit focused on accelerating an inclusive clean energy transition, through a strategic fundraising engagement. The project consisted of a market landscape analysis of major donors, donor search and screen conducted through primary telephone interviews, and development of a sales and market strategy. This engagement equipped All In Energy with a clearer view of its fundraising landscape and a tactical approach to engaging high-potential major donors.



NeighborWorks

NeighborWorks is a national nonprofit network focused on community development and affordable housing. HSG worked with NeighborWorks to develop a comprehensive talent strategy engagement, including a market analysis of the talent landscape, survey design and analysis of internal employees as well as external jobseekers, and the development of KPIs to measure performance of hiring strategies.

Client Testimonials

“Having HSG's report was a **validation** that our business model had **true opportunity**”

“HSG provided **thorough market analysis** of existing markets and **potential new market opportunities**”

“**High level of professionalism** and interest in the work . . . quickly became versed in challenges and opportunities”

“The final deliverable was as **high quality** as one would expect from **a top tier consulting firm**”

“Each member of the team was involved and brought **unique and diverse skillsets** in interest of the project”

Our Service



Emerald Necklace Conservancy

A nonprofit that works to restore, maintain, and promote the Emerald Necklace—a 1,100-acre chain of parks in Boston. It partners with the city and state to protect this historic green space and engage the public through advocacy, education, and events.



Cards for Hospitalized Kids

A nonprofit organization that collects and distributes handmade cards to children in hospitals across the United States. The goal is to uplift and bring joy to young patients facing serious illnesses or extended hospital stays.



Northeastern Global Service Day

An annual event organized by Northeastern University to engage students, alumni, faculty, and staff in community service projects worldwide. Participants volunteer locally and globally, supporting various causes to make a positive impact and strengthen community connections.

Our Service



Breakfast Clean-Up Club

A student-led volunteer initiative that organizes neighborhood cleanups in areas such as Mission Hill and Fenway on Sunday mornings. Run by Northeastern's Off-Campus Engagement and Support office, the club encourages students to give back to the local community, foster positive relationships with residents, and promote civic responsibility through regular service efforts.



Trash2Treasure

A student-run sustainability initiative at Northeastern University that aims to reduce campus waste by collecting unwanted items during student move-outs and reselling them at affordable prices during move-ins. This circular economy model not only diverts thousands of pounds of goods from landfills but also supports other student organizations through a profit-sharing system.

In our events as an organization, we have completed a cumulative **60 hours of service.**

