

# YOU'VE GOT A PROJECT. WE'VE GOT MBA TALENT.

Questrom students tackle real-world problems with fresh perspectives, data-driven approaches, and strategic thinking. Through our action learning projects, your organization can gain “outside in” insights while helping develop the next generation of business leaders.

## HOW IT WORKS

### Benefits for Your Organization

- Students mentored by C-Suite or Partner level professional or expert faculty
- Innovative, research-backed solutions
- High-quality deliverables (presentations, reports, recommendations)
- Opportunity to identify and recruit top talent

### Employer Commitment

- Meet virtually or in-person 1-2 hours bi-weekly for check-ins, mentorship, and feedback
- Provide access to relevant data, information, and stakeholders
- Answer questions via email
- Provide feedback on final deliverable

### Project Scope

- 8-12 weeks (typically)
- Summer or semester-long engagements
- Most projects are free; some are fee based

## WORK WITH MBA STUDENTS THIS SUMMER!

Complete [this form](#) describing your project, and we will match you with a faculty member who can identify a class, student, or team that's a good fit.

## SAMPLE PROJECTS

### Consulting

- Go-to-market strategy development
- Risk assessment
- Early stage valuation
- Product-to-platform projects
- Pricing models

### Branding

- Brand repositioning
- Digital marketing campaigns
- Market analysis and growth strategy
- Partnership identification

### Strategy Implementation

- Competitive analysis
- Entry strategy development
- Scaling strategies
- ROI approximation

### Innovation

- Business model innovation
- New product line research
- Repositioning strategies
- Business plan development
- Market disruption analysis