

Do you have a project or problem that your company needs to address, but you don't have the time or resources? Are you looking for a fresh set of eyes and innovative ideas to help your company grow or evolve? The Entrepreneurial Student Teams Program (ESTP) at UIC can assist in three different business areas. Submit your project now and a team of students will work closely with your company and help you solve your business issue.

About Entrepreneurial Student Teams Program (ESTP)

- Teams are comprised of two to four graduate or upper-level undergraduate students from the College of Business Administration
- UIC professors and senior counselors/consultants oversee all of the student teams' work
- The challenges that the consulting teams work on are determined by the clients' needs and the skills and interests of the students
- Upon project completion, clients receive the agreed-upon deliverables
- Project work is typically performed for about 10 to 12 weeks throughout the 16-week semester
- There is an administrative fee (not a fee for counseling or consulting) to participate in ESTP

Business Must:

- Be a for-profit entity that is physically located in the state of Illinois
- Have been generating revenues for at least two consecutive years
- Have at least three full-time employees
- Be able to designate one staff person to communicate and work with student teams on a weekly basis
- Submit a project that is feasible to complete within a 10 to 12 week period

PROGRAM ONE: Marketing and Strategic Analysis

For companies who are seeking assistance from undergraduate students to work on projects that involve the following:

- Market research and market assessment
- Marketing plan development
- Strategic planning and competitive positioning
- E-commerce planning and consulting
- Exploration of business growth opportunities
- International expansion including international market and competitor analysis

PROGRAM TWO: Branding

For companies who desire a new branding campaign, students will work with logo design, slogans, print ads and press releases as well as product positioning based upon market research.

PROGRAM THREE: Business Plan Development

For businesses that do not have a formal business plan or are looking to update their current business plan, students will provide the client with a comprehensive business plan and will work hand-in-hand with the client to conduct market research and create financial projections.

Electronic submission is easy. Go to <http://www.uic.edu/cba/cub/ecs.html> and sign up by completing the ESTP application **and** the ESTP Request for Counseling Form. Incomplete applications will not be considered for the program.

Term of Project: Spring Semester 2012 (January 9-May 4, 2012)

Applications Due: December 9, 2011 (applications are selected on a first come first serve basis)

Administrative Fees to Participate in ESTP Program

- \$750 for placement with undergraduate team
- \$1,500 for placement with graduate team

Administrative Fee Due: December 15, 2011

About Us

The Institute for Entrepreneurial Studies' mission is to champion the entrepreneurial mindset and skillset among students, faculty and the community at large. IES expands awareness and knowledge of new venture opportunities, offers methods for creating and growing enterprises and celebrates the important role entrepreneurship plays in the growth of the global economy. IES is part of the College of Business Administration at the University of Illinois at Chicago. For more information, please contact IES at ies@uic.edu or (312) 996-2670. Visit www.uic.edu/cba/ies also for additional details.