

*Where Business and Academics Connect to Stimulate Growth!*

### **ENTREPRENEURIAL STUDENT TEAMS PROGRAM**

Almost all companies, no matter what stage of development they are in, have issues or projects that need to be addressed, but which often aren't because the company lacks the time or resources to do so. That is where ESTP comes in. Teams of two to four business students from UIC's College of Business Administration (graduates or upper-level undergraduates) work closely with companies to help them solve real business issues. The challenges the consulting teams work on are determined by the clients' needs and the skills and interests of the students.

**Applications Due:** Wednesday, August 12, 2009

**Project Timeline:** Fall Semester 2009—Monday, August 24 to Friday, December 11.

### **Eligibility Requirements for Participation**

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
- Minimally 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



### **About ESTP**

- Teams are comprised of graduate or upper-level undergraduate students.
- The professors oversee all of the student teams' work.
- Upon project completion, clients receive the agreed-upon deliverables.
- The CUB staff is available for advice and technical assistance throughout the semester.
- Project work is typically performed for about 10 to 12 weeks throughout the 16-week semester.
- There is an administrative fee to participate in the ESTP Program.

### **Administrative Fees to Participate in ESTP Program**

- \$500 for companies with gross revenues of less than \$500,000.
- \$1,000 for companies with gross revenues of \$500,000 to \$5 million.
- \$1,500 for companies with gross revenues of more than \$5 million.

**Please select ONE of the following project descriptions:**

#### **PROGRAM ONE: *Marketing and/or 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

#### **PROGRAM TWO: *Information Technology and e-Commerce***

For companies who are particularly interested in challenges in the area of computer technology, business students majoring or mastering in information technology will work with business owners to assist in projects like:

- Business and information systems design

- Enhancement of Web site capabilities
- Computer programming, data management or data mining
- Application of technology to address supply chain and operation needs

**PROGRAM THREE: *General Strategic Improvement***

Students at the MBA Entrepreneurial Consulting class learn to take a broad look at companies and their business environment to identify critical leverage points for profitability and success. They use their knowledge and business experience to develop cross-functional alternatives for your consideration. Having an MBA student team perform a system based analysis of your operations and strategies will allow you to clearly identify an opportunity or a project you can either execute yourself or submit to another student team in future semesters, such as a marketing, IT, operations, or a finance project.

**PROGRAM FOUR: *On-campus Integrative Marketing Campaign***

For companies who are interested in reaching the diverse collegiate target market, this campaign requires an engaged partner who is willing to provide some financial assistance so students can do an actual marketing event on campus. Students will:

- Conduct pre- and postmarket research
- Create and distribute press releases
- Create advertisements
- Perform branding and multiple media publicity (e.g. YouTube videos, event marketing, etc.)

**PROGRAM FIVE: *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 SIX: *Projects with an Asian Perspective***

The MBA Entrepreneurial Consulting class includes many students who already have successful experience and connections in companies in China, Korea, Taiwan, Thailand, and other Asian countries. This gives them a unique ability to help companies attempting to create or improve Asian aspects to their business, whether new markets, new suppliers, or new partners.

**PROGRAM SEVEN: *Business Plan Development***

For businesses who are seeking to formulate a 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.

**PROGRAM EIGHT: *Financial Management***

For small and midsize companies seeking a corporate finance project including:

- Financial forecasting
- Ratio and spreadsheet analysis
- Lease vs. Buy options
- Working capital management
- Business value and time value of money
- Valuation/Acquisition
- Exit strategy
- Reorganization and bankruptcy

## **APPLICATION PROCESS**

To apply for Entrepreneurial Student Teams Program, please complete the other two attachments: “**ESTP Application**” and the “**ESTP Request for Counseling Form**” to submit your project. Applications missing either one of these documents will not be considered for the program. Instructions for completing the request can be found on the third page of the form.

### About the UIC - Center for Urban Business

In 1993, the Center for Urban Business was established as a business assistance center for emerging and high-growth entrepreneurs. CUB is a 501c(3) nonprofit organization at the University of Illinois at Chicago and is an Illinois Small Business Development Center and is one of the delegate agencies for the City of Chicago. The center is partially funded by the UIC College of Business Administration in partnership with the U.S. Small Business Administration, the Illinois Department of Commerce and Economic Opportunity and the City of Chicago's Department of Community Development and is part of the Illinois Entrepreneurship Network. For more information about CUB, please visit [www.uic.edu/cba/cub](http://www.uic.edu/cba/cub) or call (312) 996-4057.

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