Undergraduate Opportunity Consulting and Entrepreneurship: Growth Consulting Program

Information Sessions: JMHH 250
Thursday, January 14th @ 6pm

We partner entrepreneurs and small business CEOs with Wharton student consultants and experienced professionals for business impact
SBDC Recruiting Timeline

• Thursday January 14th:
  – Applications open on Pennlink: Job Number is 818699
  – Info Session: 6pm – 7.30pm JMHH 250

• Monday January 18th: Applications due at 11:59 p.m.
  – Resume & one-page cover letter (need not be in Wharton format)
  – Indicate your goals and interests in SBDC Growth Consulting

• Thursday January 20th Afternoon: Interviews announced

• Saturday January 23rd - Sunday January 24th: Interviews
How will you make the most of your time at Wharton?
Wharton Entrepreneurship can help, whether you’re **exploring** entrepreneurship, **developing** your idea, or ready to **launch**.

### Explore

**Wharton Small Business Development Center (WSBDC)**
Provides business assistance to small businesses and entrepreneurs in the greater Philadelphia region and enhances the educational opportunities for Wharton students who serve as consultants.

**Wharton Entrepreneurial Intern Fellowship**
Supports select students who are spending their summers working at early stage companies.

**The Wharton Innovation Fund**
Provides seed funding to innovative, scalable startups founded by Penn students, faculty, staff, and even recent alumni. It seeks to stimulate creative thinking about big problems.

**Wharton I San Francisco**
Many co-curricular programs are open to students on both coasts, including [WBPC], [VIP], and [WVA]. The **Spring Pitch** event, unique to WSF, provides an opportunity for students and young alumni to present and receive feedback from a panel of regional VCs and angels.

**The Entrepreneur in Residence Program (EIR)**
Provides an opportunity for students to meet one-on-one with a successful entrepreneur to discuss the student’s entrepreneurial challenges and aspirations.

### Develop

**WE-Weds**
Held each September, the **Entrepreneurship Expo** introduces Penn students to entrepreneurial offerings on campus, through both WE and other organizations. The event kicks off **WE Wednesdays**, a set of biweekly workshops for Penn entrepreneurs.

**Wharton Business Plan Competition**
The WBPC annually draws teams comprised of students from nearly every school in the university. The WBPC consists of three competitive phases, awarding over $125K in cash and prizes.

### Launch

**$10K**
The Wharton Venture Award (WVA) is a $10,000 award that assists students financially over the summer so they can concentrate on developing their own ventures in lieu of full-time internships.

**Wharton Venture Initiation Program (VIP)**
VIP is an educational incubator that helps Penn students build and launch their businesses. While in VIP, students join a vibrant entrepreneurial community and receive access to office space, professional advising, educational workshops, and networking opportunities. Seed awards of $2,500 and $7,500 are available.

Plus: Join clubs, conferences, treks, and local Philadelphia start-up community events.

Find out more at [entrepreneurship.wharton.upenn.edu](http://entrepreneurship.wharton.upenn.edu) or @WhartonEntrep
Consulting & Entrepreneurship Opportunities

**Mission:** Since 1980, accelerate economic growth for our entrepreneurial clients and enhance the educational experience for our students

- US Small Business Administration
- 500+ businesses and 70-100 students annually
- Consulting, workshops, networking, partnerships

**Goals:** Partner high-potential entrepreneurs and small business CEOs with a team of experienced professionals and Wharton MBA and Undergraduate consultants who excel in combining data-driven research and analysis with thoughtful leadership
Experienced Professionals at the SBDC

Therese Flaherty - Director
Taught at Stanford, HBS and Wharton
Carnegie-Mellon PhD Economics

John Ondik
Wharton MBA
KPMG, Arthur Anderson, Aramark

Leslie Mitts
Wharton MBA
Wharton SBDC
Venture Capital, Strategy

Scott Fishman
Texas MA Marketing
Investor, Entrepreneur
Ethos Life Sciences

Howard Kaufold – Academic Director
Wharton MBA Vice Dean
Finance Prof

Jon Potter
MIT Sloan MBA
BCG
Economic Development

Dora Mitchell, PCI - UPstart
Princeton PhD Molecular Biology
Venture Capital

Erin McGowan
UPenn MS in Nonprofit
Leadership
SBDC Associate Director

Lynne Alvarez
Harvard MBA
Strategic Marketing Consultant
(Food focus)

Lawrence Gelburd
Wharton MBA
Founder of venture-funded
Industrial Controls Business
Consultant to entrepreneurs

Wharton
University of Pennsylvania
Entrepreneurship
Small Business Development Center

SBDC
PENNSYLVANIA
Reasons Students Want to Join

• **We are one of the largest experiential learning programs at Wharton**
  – Through formal consulting and coaching engagements, consultants use their business skills and the tools they learn in the classroom to address the business challenges faced by our clients
  – Consultants meet professionals and leaders of the entrepreneurial eco-system

• **Consultants work directly with the senior leadership teams of fast-growing businesses, turnarounds and start-ups**
  – Consultants have the opportunity to structure the project from beginning to end, a responsibility usually held by partners in large consulting firms
  – Build career experience
  – If you are an entrepreneur trying to start your own business, this is a great opportunity to learn to structure ambiguity

• **We are committed to business and social impact**
  – Our ability to find practical solutions to clients' problems contributes substantially to economic development in the region
Where are they now?

SBDC consultants are all the world working their own ventures, in entrepreneurial businesses, at consulting firms, and as investors.
Our Consulting Approach

Our team of Consultants and experienced Professionals work in partnership with motivated entrepreneurs.

• The entrepreneur brings:
  – Willingness to engage
  – Vision, accomplishment, experience
  – Knowledge of industry
  – Leadership, execution

• The Wharton SBDC Consultant brings:
  – Commitment to understanding the entrepreneur’s goals and business perspective.
  – The tools, concepts, and frameworks of business professionals

Resulting in data-driven decisions implemented with confidence and skill that achieve goals.
# Wharton SBDC Consulting Programs

<table>
<thead>
<tr>
<th>Business Building</th>
<th>Growth</th>
<th>Commercialization</th>
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<tbody>
<tr>
<td>10-15 MBAs</td>
<td>15-30 MBAs</td>
<td>6-8 MBAs</td>
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<td>20 Undergrads</td>
<td>20 Undergrads</td>
<td>10 Undergrads</td>
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<td>New ventures to Growing Small Businesses</td>
<td>Venture-Financeable &amp; Established Businesses</td>
<td>Scientists and Founding CEOs</td>
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<td>- Life Science</td>
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<td>- Physical Science Engineering</td>
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<td>Coach &amp; Advise Business Owners with Business Basics to Develop their Businesses</td>
<td>Transform Business Models; Turnarounds; Leadership &amp; Analytics</td>
<td>Market Research-Competition-Based Strategy to Guide Paths to Clinical Success</td>
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**Wharton University of Pennsylvania**

Entrepreneurship
Small Business Development Center
“This project helped us to identify the white space in our industry, and provided an important input to our strategic planning process, positioning us for future growth. At the end of the day, the analytics were great, but the relationship was really what made it work.”

Lucinda Holt, WG ‘91, CEO, Destiny Software, ClickEquations, Real Food Works
Our Methods:
Vision, Analysis, Results-Oriented Action Plans

- Value Proposition, 11%
- Value Chain Analysis, 15%
- New Market Entry, Growth Strategy Assessment, 34%
- M&A Analysis, 11%
- Operations Analysis, 11%
- Profitability Analysis, 7%
- Distribution Strategy, 11%
Examples of Past Success - Partner Perspective

“The consultants at the SBDC know how to ask the right questions and find the answers that matter to their clients, whether a start up or an established business. In one engagement for a new software business, they helped us understand our value proposition, target market, and competitive landscape; in another project for a $50 million specialty retailer of home furnishings, they developed an operations model that enabled us to realize substantial cost savings.”

Jeffrey Ginsberg, Managing Director
Mistral Equity Partners

“The Wharton SBDC is really the go-to place for smart analytical minds that can help businesses understand and act on their opportunities. I’ve worked with the SBDC in several of my companies, and their recommendations were always on point and consistent with improving the long-term performance of the businesses.”

Internet Capital Group
Doug Alexander, Co-Founder & President
Examples of Past Success – Client Perspective

“The professionalism, diligence, and commitment to excellence offered by the Wharton SBDC are second to none. Their consulting staff undertook extensive research and analysis, examining customers and competitors determine how we could best promote our products. I would recommend their services to any business leader seeking a valuable partner to help solve problems and to make crucial decisions with confidence.”

Trevor Pritchett, President and Founder
Yards Brewing Company

“It was a pleasure to work with the staff at the Wharton SBDC. We find that we always learn something and gain valuable insights when we work with Wharton. Their consultants helped us understand our market and competition much better, and they gave us a model to predict profitability for the future that will be a great asset to us as we grow and prosper.”

Mike Wylie, Chief Operating Officer
DiBruno Bros.
Growth Consulting Client Examples

• Real estate development and investment firm with a focus on urban gentrification – working with large international investor

• Artisanal ice cream maker growing from local sales to wholesale distribution, kiosks, and internet sales

• Craft beer brewer, growing fast, with regional distribution growing and expanding distribution

• “Uber” for B2B language translation services, established with platform and growing fast

• Nutritive drink proven to relieve symptoms of concussion

• National leader in healthcare eligibility systems – evaluating big data opportunities

• Global IT education business – globalizing with the endorsement of a large global client
## Examples of Client Impact

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<thead>
<tr>
<th>Company</th>
<th>Stage</th>
<th>Impact</th>
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<tbody>
<tr>
<td>Urban Real Estate Developer</td>
<td>Established</td>
<td>Analyzed the terms of a large investment offering and showed client what they would need to accomplish to satisfy them; client revamped the agreement and has new investment with a realistic growth plan</td>
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<tr>
<td>Wood Pellet Manufacturer</td>
<td>Start-Up</td>
<td>Client used the financial model we built to present to the board; revenues are up 7% and EBITDA is up 600% as a result of our work</td>
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<tr>
<td>Craft Beer Brewery and Distributor</td>
<td>Established</td>
<td>Client gained a much better understanding of his target retailers as a result of our primary research. Sales grew 30% YOY from 2011 to 2012. Employees grew from 30 to 40 as a result of our work.</td>
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<tr>
<td>High-End Rug Manufacturer and Designer</td>
<td>Established</td>
<td>Investigated the perceptions of established distributors/buyers to learn that they appreciate the high quality of the rugs and would buy more if the designs were changed; client revamped design group and increased sales</td>
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<tr>
<td>Night Club</td>
<td>Established</td>
<td>Created social media campaign rooted in historical attendance data to drive traffic, create buzz, and increase customer base</td>
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What Can You Expect?

• Fast-paced entrepreneurial environment
  – Working directly with CEOs and managing client relationships

• Pods of 5-6 Consultants with 3-4 Clients per semester
  – 2 Experienced Consultants who provide leadership, analytical coaching, support, context
  – 3-4 FY MBAs and 2-3 Undergrads
  – Experienced Professional Advisors

• Training and Professional Development
  – Your personal learning and growth goals
  – Training sessions scheduled for Growth Program
  – Invitations to All-SBDC, CAP and Business Building Sessions

• Expectation that you will contribute to developing the SBDC program

• Meet SBDC Alumni & Entrepreneur Experts
What is Expected of You?

• Commitment to learning, excellence in quality of the analytic work and professionalism in client relationships
  – Contribute to making your team a high-performing team
• Basics
  – 7-10 hours per week
  – Attend scheduled meetings and trainings
  – Complete consulting work and documentation on time
• You will receive a small financial award at the end of each semester
We are looking for you

- To meet and exceed the needs of a client base operating in a wide range of industries, we recruit students with a wide range of previous backgrounds and functional strengths:

  Consulting  
  Marketing  
  Operations  
  Military  
  Bio & Health Sciences  

  Public Service/Non-Profit  
  Venture Capital & Private Equity  
  Engineering  
  Entrepreneurial Start-Up  
  Information Technology
Next Steps: Apply Now

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Q&A