Undergraduate Opportunity Consulting and Entrepreneurship: Growth Consulting Program

Information Sessions:
Friday, January 18th @ 12pm - JMHH F65
Tuesday, January 22nd @ 6pm - JMHH F65

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

• Wednesday January 16th:
  – Applications open
  – Info Sessions:
    • Tuesday, January 18th 12pm - 1pm JMHH F65
    • Tuesday, January 22nd 6pm - 7pm JMHH F65

• 01/25: Applications due at 11:59 p.m.
  – Resume & one-page cover letter (need not be in Wharton format)
  – Your resume should include your name, GPA, and applicable leadership and work experiences. Your cover letter should address, but may not be limited to, the following topics:
    • Why are you interested in a part-time job with the SBDC?
    • Discuss something you are passionate about.
    • Our work is rigorous and demands an extensive time commitment (7-10 hours a week), especially for freshmen consultants who go through a structured training program. How will you manage your time to handle this responsibility?

• 01/28 – 01/29: First round interviews
• 01/30 – 01/31: Interviews with SBDC Director
• 01/30 – 02/01: Second round interviews
How will you make the most of your time at Wharton?
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

Celeste Corrado, Director
UCLA Anderson MBA; MS, Information Systems, Drexel University

Erin McGowan, Senior Associate Director,
MS, Non-Profit Leadership, Penn

John Ondik, Business Building Program Executive,
Wharton MBA

Jon Potter, Growth Program Director
MIT Sloan MBA

Plus our instructors, senior consultants, and Wharton undergraduate and MBA consultants
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 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>
</tr>
</thead>
<tbody>
<tr>
<td>10-15 MBAs</td>
<td>15-30 MBAs</td>
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<td>20 Undergrads</td>
<td>20 Undergrads</td>
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<td>Clients</td>
<td>New ventures to Growing Small Businesses</td>
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<td>Venture-Financeable &amp; Established Businesses</td>
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<tr>
<td>Consultants’ Role</td>
<td>Coach &amp; Advise Business Owners with Business Basics to Develop their Businesses</td>
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<td>Transform Business Models; Turnarounds; Leadership &amp; Analytics</td>
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Growth Consulting Program

- Semester-long Strategic Projects with C-Level Teams
- Teams of Consultants with Several Clients
- Transform Business Models & Achieve Goals
- Leadership & Analytics

“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%
- Distribution Strategy, 11%
- Profitability Analysis, 7%
- M&A Analysis, 11%
- Operations Analysis, 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 competitors determine how we could best promote our products. I would recommend their services to any business leader seeking a valuable partner to help to 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

<table>
<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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<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

• Team of 2-3 Consultants under Engagement Manager
  – Experienced Consultants provide leadership, analytical coaching, support, context
  – A network of undergrads and MBAs
  – Experienced Professional Advisors

• Weekly Training and Professional Development
  – Your personal learning and growth goals
  – You must complete training to join officially as a growth consultant

• 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 timesheets on time

• You will receive a hourly wage paid weekly
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:

<table>
<thead>
<tr>
<th>Consulting</th>
<th>Public Service/Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing</td>
<td>Venture Capital &amp; Private Equity</td>
</tr>
<tr>
<td>Operations</td>
<td>Engineering</td>
</tr>
<tr>
<td>Military</td>
<td>Entrepreneurial Start-Up</td>
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<td>Bio &amp; Health Sciences</td>
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Apply Now!

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Q&A

If you have questions, please contact:

Gabe Ren at gabereng@wharton.upenn.edu