



BABSON
COLLEGE




Center for Career Development

UG Management Consulting Field Experience
Fall 2007

UG MCFE PROJECT CATALOGUE

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Table of Contents

Organization / Company Name	Project Discipline(s)	Page(s)
Application and Interviewing Process		2
**Asian Community Development Corporation	Marketing/Finance/Organizational Strategy	3
a MEN ity, LLC – Project 1	Product/Business Strategy	3-4
a MEN ity, LLC – Project 2	Marketing/Business Strategy	4
*Bamba Experience S.A de C.V	International Marketing/Business Strategy and Entrepreneurship	5
Boston Center for Adult Education	Market/Business Strategy	5-6
**Crossroads Community Foundation	Business Strategy	6
Didi davis foods, llc	Finance	6
Eglee’s Cleaning Service	Business/Marketing Strategy	7
**Emerson Umbrella Center for the Arts	Marketing/PR Strategy	7
**Fay School	Marketing/Business Strategy	8
*Global Fan Experience	International Marketing/Business Strategy	8
Harman Specialty Group	Marketing/Business Strategy	9
InternBridge, Inc	Entrepreneurial Marketing/Business Consulting Strategy	9
KindredCOLORS.	Entrepreneurial Marketing/Business Strategy	10
KoMarketing Associates, LLC Project 1	Business Strategy	10
KoMarketing Associates, LLC Project 2	Marketing Strategy	11
**Massachusetts Amateur Sports Foundation	Business/Marketing Strategy	11
MA Community Development Finance Corp.	Finance/Marketing Strategy	12
Middlesex Savings Bank	Finance/Marketing Strategy	12
*Musicminders	Business/Marketing Strategy	13
Progressive Gourmet	Marketing Research/Strategy	13
**Samaritans	Technology/Marketing/Finance	13-14
**School of the Museum of Fine Arts	Business Development/Market Research	14
**SMILES	Marketing/Business Strategy	14-15
**The Ely Center, LLC	Finance/Business Strategy	15
**Veteran’s Business Owner’s Initiative	Marketing/Business Strategy	15-16
Vroom Foods, Inc.	Entrepreneurial Marketing Strategy	16
**Environmental Education & Research Effort	Business/Finance Strategy	16-17
**YMCA	Marketing/Business Strategy	17
**Young Entrepreneurs Alliance	Operations/Finance/Business Development	17-18

NOTE: All MCFE Projects Count Towards Leadership Concentration

* Indicates Projects Count Toward The Global Business Management Concentration

** Projects eligible to be nominated for **Davis Award Prize** presented on Founder’s Day

Management Consulting Field Experience (MCFE)

Program Overview

The MCFE Program provides an opportunity for students to implement business practices learned in the classroom to challenging, real-world consulting projects for a sponsor company or non-profit organization. MCFE projects involve teams of three to five students who examine and make recommendations for actual companies and organizations. Students receive academic credit equivalent to one course (4 credits).

Eligibility

Students are eligible to participate in the MCFE program after completing the first semester of their junior year. Students must have completed IMC/IME I, II, and III, and must have a GPA of 2.7 or higher.

Course Credit

A MCFE project can be applied as a management elective. Students should check with the Office of Class Deans if there is a concern about their credit needs or if you wish to apply for a variance to enrich or overload (Rosemary Casey must also be notified).

Application Process

Interested students must complete the online MCFE Program Application and schedule an interview by calling the MCFE office at X4003. Interviews will be held the following dates/times:

Monday,	April 2nd: 9:00AM-4PM
Tuesday,	April 3rd: 9:00AM-4PM
Wednesday,	April 4th: 9:00AM-4PM
Thursday,	April 5th: 9:00 AM-4PM
Friday,	April 6th: 9:00AM-12PM

The Application will be available starting on Tuesday March 12th - April 6th. Students are evaluated on the basis of academic performance, faculty recommendations, leadership, character traits, and experience in the functional area of the project. We encourage candidates to form their own groups and apply as a team, but it is also acceptable to apply as an individual or as a team of two (and will be placed with other students).

Team assignments will announced by Monday, April 9th. Our office will handle your registration into the MCFE Program. Details will be provided if you are accepted.

Apply Online

Interested students must follow these steps to complete the application process. Please note that you must have an electronic copy of your resume available before you begin the process.

Undergrad MCFE Application Form can be accessed via link below:

LINK TO MCFE APPLICATION: <http://fusion.babson.edu/html/mcfe/>

1. Enter your username and password.
2. Fill out the Undergraduate MCFE Application (indicating project preferences)
3. Attach Resume

Company Name	Asian Community Development Corporation Boston, MA
Website	http://thepxlbox.com/~asiancdc/index.htm
Industry	Not-For-Profit
Industry Sector	Community Development
Project Discipline(s)	Marketing/Finance/Organizational Strategy
Company Description	
<p>The Asian Community Development Corporation is a non profit, community-based organization committed to serving the Asian American community of Greater Boston with an emphasis on preserving and revitalizing Boston's Chinatown. We develop physical community assets, including affordable housing for rental and ownership; promote economic development; foster leadership development; and build capacity within the community and advocates on the behalf of the community.</p>	
Project Description	
<p>We are expanding our Comprehensive Homeownership Program and need strategic advice about how to guide our growth. We will require a team with experience in marketing, finance, and organizational management. Our Comprehensive Homeownership Program must expand to serve a broader diversity of clients both ethnically and geographically, while becoming increasingly self-sustaining. It currently serves over 250 clients each year, offers 6-8 first time homebuyer course, hundreds of hours of one-on-one counseling of individual clients, and has place over 30 families in their first homes. This program has generated over \$7.5 MM of investment in the community through first time homebuyer and soft second mortgages. We would like to triple the size of the program over the next 3-5 years and move to a completely self-sustaining business model that combines fee-for-services, corporate/institutional partnerships, and specialized fundraising opportunities. Suggested means for addressing the problem: Market study of possible fee-for-service clients and/or communities; Creating business plan for expansion of services to targeted markets; Creating operating plan for new management structure to allow for expanded program services delivery in multiple languages and locations; Creating program evaluation and monitoring methodology and system for customer service and quality control purposes; Developing marketing materials for new target markets; Identifying prospective partnership opportunities on the service delivery as well as client side, including other agencies offering housing counseling and prospective institutional clients.</p>	

Company Name	a MEN ity, LLC NY, NY
Website	www.getamenity.com
Industry	Cosmetics
Industry Sector	Grooming Products
Project Discipline(s)	Product/Business Strategy
Company Description	
<p>Amenity, LLC develops, manufactures and markets unique grooming products, including foot sprays, moisturizers, anti-aging and acne treatment products. The company uses unique, proprietary formulations and continues to develop and introduce new and original products, which it manufactures in its New Jersey facility. Products are formulated using 90% plant derived ingredients and all are alcohol, fragrance, and oil free. The a MEN ity product line has a limited distribution of around 100 of the best shops worldwide. We can be found at high-end retail stores, such as Space N.K. in London, men's barber spas, such State Street Barbers in Boston, and spas around the world. Our success depends 100% on the success of our retailers, many of which felt that they were not fully capitalizing on the revenue opportunity of new product categories. For these retailers, we have been successful at establishing significant and scaleable incremental revenue. Through the addition of a brand like a MEN ity, retailers avoid cannibalizing sales of other brands because the products are unique (ex., our balm for knuckles & elbows... in other words, we're not just another skincare brand).</p>	
Project Description	
<p>Act as the Company's interim product innovation director and develop recommendations for three new products for the Company to launch in 2008. It is highly likely that at least one of the three products that are conceptualized by the MCFE team will be launched by Amenity. Amenity's primary point of differentiation in the premium men's skincare industry is our ability to develop, manufacture, and market unique products that solve men's most frustrating problem. In 2007, the Company will launch three products: (1) a foot spray that offers anti-sweat, anti-odor, callus-softening, and anti-athlete foot benefits to athletes and men who work out frequently, (2) an eye cream that is</p>	

clinically-proven to slow the development of wrinkle in men who begin using the product in their 20's, and (3) a hair styling pomade that is clinically proven to prevent/slow hair loss. These products are in line with the Company's mission to only introduce innovative, effective, and unique products that men demand and that will garner media attention simply by their novelty. Conduct research to determine the leading unmet grooming problems that afflict men in their late teens and 20's. Prioritize the findings and develop not more than 6 product concepts. The Company will provide standardized formats for this step which will, upon completion, be submitted to the Company's chemists and management for review. Within 14 days, the team will be provided feedback on the concepts and three will be agreed to pursue further development. The three final concepts must be developed further to present a complete marketing snapshot of how the products will ultimately be merchandized and publicized: (1) competitive matrix to determine pricing, packaging, and size, (2) product press release, (3) copy for the product packaging, (4) copy for the product page on www.getamenity.com, (5) retailer training page on how best to sell the product, and lastly, (6) creative concepts on how to merchandize the product in stores (ex., shelf top signs, special promotions, etc.). The Company intends to launch 2 of the 3 products in Fall 2008

Company Name	a MEN ity, LLC NY, NY
Website	www.getamenity.com
Industry	Cosmetics
Industry Sector	Grooming Products
Project Discipline(s)	Marketing/Business Strategy
Company Description See Description Above	
Project Description Act in the capacity of a brand manager and develop a business strategy to distribute Amenity's Clinical Grooming™ products through a new and fast-growing retail segment. It is estimated that more than 30% of Dermatologists and Plastic Surgeons now retail cosmetics products in their clinics. Roughly 40% of patients of these doctors are men seeking solution to unsightly problems. Amenity management believes that this trend will continue to accelerate, much like the trend of optometrists opening eye-glasses stores in their offices to up-sell customers. Dermatologists and Plastic Surgeons are a large, fragmented, and under-served distribution channel. The MCFE team will be tasked with developing a marketing strategy for Amenity to enter and quickly become the leading premium grooming brand in this channel. The key components of this strategy should include a launch strategy (i.e., announce at an industry trade show, direct mailer), an advertising strategy (ex., professional trade publications, event sponsorship), an incentive plan for the Doctor's (ex., what are best practices employed by the pharmaceutical companies), a realistic plan on 'selling-in' (ex., phone conversations with office managers, visits with Doctors), in-office marketing tactics (ex., samples, shelf-talkers, repackaging of products into a 'clear skin system'). The project will necessitate that the team first develop an understanding of how dermatologists and plastic surgeons offices purchase cosmetic products (i.e., non-drug products) and the different ways in which they merchandize products (i.e., in examination rooms, in the waiting area). Then the team will need to determine a market entry strategy that could include the identification of a specific geographic region or certain types of medical offices (ex., large practices with multiple doctors) to focus on. Lastly, a marketing strategy will need to be developed that can be implemented by the Amenity team in 2008. The objective of this project is to take on the role of a channel marketing director (ex., Amenity has a Spa channel director that coordinates all selling efforts to spas), and develop a launch strategy that may include a specific target list of doctors, recommendations on trade shows to exhibit at, what the key messaging to this audience should be, techniques to convince doctors that Amenity truly does offer a unique opportunity to build incremental revenue through the addition of unique products. Other deliverables could include a professional website specifically geared to doctors, sales presentation, marketing concepts.	

Company Name	Bamba Experience S.A de C.V Mexico
Website	www. bambaexperience.com
Industry	Hospitality/Tourism
Industry Sector	Tour Operator
Project Discipline(s)	Marketing/Business Strategy and Entrepreneurship
Company Description	
<p>Bamba Experience has the perfect solution for backpackers, independent, active, adventurous, and eco-savvy travelers who want to immerse themselves in the stimulating world of experience travel and get to know REALMEXICO. We are a traveler committed, 100% Mexican company that takes travelers to our BAMBAAONLY stops, off the beaten path destinations in the heart of the country. We provide safe, flexible, fun and diverse travel options in Mexico for every travelers needs. Our wide diversity of exciting travel options include: REALLIFE ADVENTURES, ONEDAY EXPERIENCES, and our exclusive HOPON – HOP OFF TRAVEL NETWORK passes. Our services are designed for travelers who have the curiosity to discover, the passion for cultural exchange, and the desire to live life fully. Our BAMBAFRIENDS desire to experience the REALMEXICO by getting off the beaten path in search for adventure while taking care of the environment, interacting with local communities and meeting travelers from around the world. Our travels include visiting ancient pyramids, hiking through deep jungle, learning to cook regional cuisine, interacting with the mysterious indigenous communities, trekking a snow-peaked volcano, volunteering in local schools, camping on isolated beaches, lying in a hammock and helping create consciousness of the natural habitat in order to capture the essence of the REALMEXICO. Our organized diverse adventures include accommodation, transportation and activities tailored to every traveler’s needs so anyone can experience the country in their own way traveling with a small active group led by a cool bilingual Mexican guide. Bamba also offers the only Hop on – Hop off transportation network in Mexico, a friendly and safe way to travel from hostel2hostel between Mexico City and Cancun spending as long as you want in each destination anywhere along the circuit. We offer flexible 8, 15, 30 and 60 day travel passes for independent travelers so you can cruise with the complete freedom of organizing all your travels with just one pass while saving time and money. We also offer ONEDAY experiences which are all within a few hours drive from Mexico City.</p>	
Project Description	
<p>We are an entrepreneurial venture with a growing business model. This MCFE project is based on doing industry and benchmark analysis to come up with new innovative business strategies to grow the business. We will divide the project as a business plan and students will have to develop an alternative plan to market, grow and finance the company. Suggested means for addressing the problem: Bench marketing online, industry analysis, and interviews with Bamba Experience employees and CEO.</p>	

Company Name	Boston Center for Adult Education Boston, MA
Website	www.bcae.org
Industry	Not-for-Profit
Industry Sector	Education & Training
Project Discipline(s)	Market and Business Strategy
Company Description	
<p>The Boston Center for Adult Education has been in existence since 1933 and was one of the first programs of its kind in the US. We provide non-credit affordable educational opportunities for adults that build community, support personal growth and promote civic understanding. Annually, we offer 3,500 courses serving 17,000 students in two facilities: the historic Gamble Mansion at 5 Commonwealth Avenue and the much smaller building at 122 Arlington Street. Since 2000, over 156,000 people have taken courses through the BCAE.</p>	
Project Description	
<p>The business opportunity is to be a center for young professionals to connect in a learning environment with like minded young professionals, explore both career and personal development goals, develop interests in artistic or cultural areas, and enjoy the camaraderie of a group outside of the bar or party environment. However, we are aware that 21% of the 25-35 year olds have left the state in the past 10 years. We design experiences for the professionals – course based and hands on learning, group attendance at cultural events, fun ways to learn life skills from cooking to facilitation, and more. Our revenue results from these experiences and from membership. Questions we face include: what do young professionals want? How large is the population that wants an alternative to “party scene” groups or</p>	

events? What courses, outings, opportunities are attractive? What does it mean to be a member for them? What will it take to get their attention and keep it? Can we grow this part of our served population? Will they also value us as a non-profit worthy of volunteer work and contributions? Over the past five years, the Adult Education market has faced dramatic changes including a rise in competition from restaurants, liquor stores, fabric stores, and other businesses, as well as increased course offerings from colleges looking to engage alumni and fill empty buildings with students. The internet has become another source of competition for students, and it offers “take them anytime” courses. All of the Adult Education programs in eastern Massachusetts have experienced a similar shift in their revenues over the past 5 years. We would like a consulting team to help us re-look at our strategy for growth with this group in light of the significant growth in “event based marketing groups” keeping in mind that our young professionals are very loyal and like what we offer.

Company Name	Crossroads Community Foundation Natick, MA
Website	www.ccfdn.org
Industry	Not-for-Profit
Industry Sector	Philanthropy
Project Discipline(s)	Business Strategy
Company Description	
Crossroads Community Foundation is a 501(C)(3) nonprofit organization whose mission is to serve as a grant-maker and catalyst for philanthropy in the communities of west of Boston (west of route 128 and east of route 495).	
Project Description	
We would like a consulting team to identify and quantify specific human service needs in our region. This assessment will provide the framework for our grant-making and related programs. It will also lay the foundation for greater collaboration with service providers and donors. This MCFE project will enable Crossroads to utilize private philanthropy to effectively address the most pressing needs of our region. The project will involve surveying social service agencies, providers (primarily social workers) and local officials in 27 communities west of Boston to identify the human service needs in five areas of focus: housing and homelessness, employment, immigration, education, and youth services. Suggested means for addressing the problem include developing and administering questionnaires and surveys, gathering and analyzing needs assessment studies previously completed by other organizations serving the MetroWest region, and individual interviews.	

Company Name	didi davis food, llc Ipswich, MA
Website	www.dididavisfood.com
Industry	Food
Industry Sector	Specialty Food
Project Discipline(s)	Finance
Company Description	
didi davis food, llc is a small company that creates and manufactures distinctive, hand-made specialty food products to accompany or garnish food. We are committed to small-batch, high quality production methods to ensure quality and freshness. Our product lines are salt blends, sugar blends, syrups, butters, dry rubs, and garnishes.	
Project Description	
Our project choice is in the area of finance. Our objective is to increase cash-flow to grow our business and streamline our internal accounting systems. We have reached a common crossroads for small businesses needing to generate finances to continue to grow, but not yet generating the sales to support that growth. We are currently working on a business plan and would like to dovetail that process with the finance project, specifically to fine-tune the plan. The project would involve locating, researching, and choosing financial resources available to grow our business. For example angels, loans, grants, venture capital, etc. That process would also include researching financial opportunities for a woman-owned business. In addition, the project would include a review of current accounting systems, making suggestions as necessary. Guidance on completing our business plan to use in approaching the identified financial resources would also be part of the project. Suggesting means of addressing the problem include discussions with didi davis food, llc personnel; review of accounting structure and current business plan; online research; interviews with prospective financial sources.	

Company Name	Eglee's Cleaning Service West Bridgewater, MA
Website	www.egleecleaning.com
Industry	Service
Industry Sector	Cleaning
Project Discipline(s)	Business/Marketing Strategy
Company Description	
Eglee's Cleaning Service has been serving homeowners in the Greater Boston Area for over 22 years. We specialize in provide cleaning, organizing, and staging services for time-poor customers.	
Project Description	
<p>The following two project proposals are both options: A) Franchising Strategy: There are already numerous franchise maid services out there that are growing strong (MaidPro, Merry Maid, etc.). What strategy should we take in order to best compete against these competitors? How can we attract both homeowners and potential franchisees? What will it take on our part (operations, paperwork to franchise, etc.) to get the franchising process started? Any and all ideas are welcome. We need a strategic plan that will help us franchise a money making machine. B) Innovative Marketing: Marketing has never been a high priority for us because our customers usually come to us from referrals. How can we leverage this phenomenon even more to our advantage? What innovative ideas can you come up with? We will give you a budget and the plan will be up to you. The deliverable for this project would be a marketing plan that I could implement myself or that I could hand off to a consultant.</p> <p>Suggested means for addressing the problem: Lots of research and "out of the box" thinking. Interviews with our customers may be necessary.</p>	

Company Name	Emerson Umbrella Center for the Arts Malden, MA
Website	www.emersonumbrella.org
Industry	Not-for-Profit
Industry Sector	Arts
Project Discipline(s)	Marketing, PR
Company Description	
Emerson Umbrella encourages the enjoyment and practice of the arts in Concord and the region by offering quality arts education programs for all ages and abilities; providing space for local nonprofits and artists to offer performances, events, and classes; nurturing a community of artists with affordable studio rentals; fostering the Musketaquid Arts and Environment program; and presenting entertaining and inspiring performances under the banner Emerson Umbrella Presents.	
Project Description	
<p>This is a marketing project aimed at increasing participation and visibility of Emerson Umbrella beyond the town of Concord and publicizing its mission. Emerson Umbrella Center for the Arts is a thriving community arts center that offers classes for adults and children, a concert and film series, and several community initiatives, including the Musketaquid Arts and Environment program. EUCA is also home to dozens of resident artists. The project goal is to assess the needs of the community while informing existing and potential constituents of the opportunities already available at EUCA. The organization hopes to increase participation among the citizens of Concord and the surrounding towns, particularly the less affluent neighboring towns of Maynard and Bedford. A clarified mission and expanded outreach will help as they embark on a capital campaign in 1-3 years. Some suggested means for addressing the problem include marketing assessment in Concord and surrounding towns via surveys and interviews, evaluation of marketing materials (including graphic identity and sales message), creation of a comprehensive marketing strategy with suggestions for implementation.</p>	

Company Name	Fay School Southborough, MA
Website	www.fayschool.org
Industry	Not-For-Profit
Industry Sector	Education
Project Discipline(s)	Marketing/Business Strategy
Company Description	
Fay School is a global leader in elementary and middle school education and the oldest independent Junior Boarding School in the U.S. Three hundred and eighty students from numerous countries, states and towns make up the current student body of day students in grades one through nine, and boarding students in grades six through nine. More than 50% of boarding students are international students.	
Project Description	
We would like a team to evaluate the effectiveness of the various marketing efforts of the school and to recommend, and implement if time permits, a market focused marketing plan. Suggested means might include in-depth interviews with members of senior management team at Fay. Interviews with Admission and Public Affairs staff. Possibility of telephone interviews (or a questionnaire) with former and prospective students and parents of students.	

Company Name	Global Fan Experiences Cambridge, MA
Website	N/A
Industry	Sports
Industry Sector	International Sporting Events
Project Discipline(s)	Marketing/Business Strategy
Company Description	
The vision for this company sets on the basic premise that the internet is creating a wired world where fans interests are no longer tied to traditional, geographically local 'home team' sports franchises. The consequence of this shrinking world is growing interest among Europeans in American sports and visa versa. Booming Asian economics are creating huge middle class populations with greater incomes and interest in sports and foreign travel. Our mission is to build the leading single source provider of packaged sporting event experiences around the world where friends and families may enjoy the live fan excitement of sports competition in the context of fun & cultural enrichment in foreign countries. Moreover, the goal is to create a global 'sports niche' travel package operator with EBITDA margins of 10% on year 5 revenues of \$200 million.	
Project Description	
A marketing research project to determine the size of international sports fan, consumer markets in Europe, North America, and Asia as measured by the number of fans that travel overseas and attend a professional sports event(s) as part of their trip.	
The entire research project will include 3 segments in sequential order as follows:	
<ol style="list-style-type: none"> 1. Beginning with European consumers, determine the number of sports fans who traveled to N. America in 2006 and attended a professional sports event. Such data would be further segmented to determine the nationality of the Euro consumers beginning with England, Scotland, Wales & Ireland. Such segmentation would move progressively southward by country across Western Europe. The consumer market research will also identify the N. American professional sports leagues and home team franchise games attended by each of the European country sport fans. This data will identify the most popular N. American sports venues with Euro fans to include the: NFL, MLS, NBA, MLB, NHL & NASCAR. 2. A similar effort to determine the number of N. American sports fans that traveled to Europe in 2006 and included a professional sports event as part of their trip, and what sports leagues and franchises are most popular. 3. The final segment will consider the number of Asian sports fans that travel to Europe and N. America in 2006 and included sports events as part of those travels. 	
A baseline of corresponding global sports fan volumes from each of the 3 continental demographic group will be determined for the year 2000 in order to measure the growth of these markets over the past 6 years (2000 – 2006).	

Company Name	Harman Specialty Group Bedford, MA
Website	www.hsgav.com
Industry	Consumer Electronics
Industry Sector	Audio
Project Discipline(s)	Marketing/ Business Strategy
Company Description	
Harman Specialty Group designs and manufactures State of the Art Consumer Electronics. Our three brands are considered the best in their categories. Revel, Lexicon, and Mark Levinson produce loudspeakers, surround sound processors and amplifiers that are second to none. We sell to a very limited number of dealers whose clients' are of significant means. Our brands and technologies can be found in Lexus, Rolls Royce, BMW, and other luxury automobiles.	
Project Description	
To survey different segments of our market and distribution to spot trends in the market and to explore new technologies. The video segment is going through tremendous change (HDTV, HDMI, BluRay, etc) and we need to know which technologies should be incorporated into new products. Much would be surveys and interviews. The dealer/distributor base could be polled via web survey. End users would need a real interview. Market trends can be found in many places on line.	

Company Name	Intern Bridge, Inc. Wellesley, MA
Website	www.
Industry	Consulting
Industry Sector	HR Management/Training
Project Discipline(s)	Entrepreneurial Marketing & Business Strategy
Company Description	
Intern Bridge is a start-up recruiting consulting firm aimed at providing organizations with resources to aid in their college relations function. Our company has four main divisions. The Research and Publications division conducts surveys of college students and organizations in an effort to uncover expectations for all facets of an internship program. The Internship Consulting division is responsible for general college relations consulting projects. The Internship Management Outsourcing (IMO) division is charged with the responsibility of providing the function of Internship Coordinator within client organizations. In this capacity, we execute the entire internship management process including internal review, marketing, recruiting, selection, orientation, and evaluation. Lastly, our Job Posting division is working to develop an online tool to connect businesses with students for the sole purpose of internship recruiting. One of our current clients is the largest provider of online cruise packages in North America.	
Project Description	
The primary purpose of this project is for a team of consultants to develop an entrepreneurial marketing and strategic plan for the Internship Management Outsourcing division. The team will work directly with the President to identify opportunities and allow the process to be more scalable. The project scope will include the New England market, primarily composed of Massachusetts, New Hampshire, and Rhode Island. To address the project, consultants will have the opportunity to meet with personnel from various recruiting departments in New England companies. Consultants will gain valuable knowledge of the human resources field, specifically in the recruiting and temp-to-hire areas. Students who select the Intern Bridge MCFE project will have the opportunity to aid a Babson Alum, who participated in MCFE himself.	

Company Name	KindredCOLORS Dedham, MA
Website	www.kindredcolors.org
Industry	Not-for-Profit
Industry Sector	Education
Project Discipline(s)	Entrepreneurial Marketing & Business Strategy
Company Description	
<p>The exhibit and lecture "KindredCOLORS: Which of These Beautiful Earth Tones Matches Your Skin?" were created by Cynthia Price-Glynn to express a perspective on skin color that goes beyond the contrived political and social stereotypes that cause so many problems in our world. This interactive display of rocks, woods, grains, shells, nuts, and mirrors calls our attention and awareness to the aesthetic beauty of everyone's skin as well as our connection to the Earth and to each other. The educational and entertaining live lecture by Cynthia explains the amazing biology of our human skin. Together they illuminate how our skin-colors connect us to the Earth and to each other. Presentations for United Nations Days, International Women's Days, Boston's First Night, WorldFest, schools for all ages, churches, multicultural events, etc. have helped people regard their own skin-color with more pride and amazement, and regard the skin colors of other people with a knowledge and curiosity that is healthy and celebratory. The discussions that result- either casual or directed in classes - demonstrate that the positive and comfortable atmosphere created by this approach can enable a non-confrontational path to mutual respect among peoples. With students at the Roland Hayes School of Music (a Boston public high school) as the cast and co-authors, Ms. Price-Glynn produced an 84-page Book and 2CDs that complement the exhibit with two audio-presentations: "Everyone is Beautiful: Understanding Your Skin - it's Functions, Importance, and Color" and "What is Beautiful and Why?" Please visit www.kindredcolors.org to learn more, see more, and hear more.</p>	
Project Description	
<p>The goal is to provide the experience of KindredCOLORS to a wide spectrum and large number of people in the Greater Boston area. A business strategy is needed to make the company sustainable and to market the exhibit and lecture, the Book and CDs. Project Description: 1. To create awareness of the exhibit and lecture in venues where they would be welcomed and effective. 2. To research, find, and contact a company or organization that would produce and promote the Book and CDs. Suggested means for addressing the problem: 1. Investigate and identify possible venues for the exhibit and lecture. Guide how to pursue and schedule those appearances. Devise a fee scale and budget. 2. Investigate and identify companies and organizations appropriate-for and interested-in producing and market the Book and CDs (which might include re-packaging 2. Investigate and identify companies and organizations appropriate-for and interested-in producing and marketing the Book and CDs (which might include re-packaging them). The products can be used by individuals as well as in group settings.</p>	

Company Name	KoMarketing Associates, LLC Waltham, MA
Website	www.komarketingassociates.com
Industry	Marketing
Industry Sector	Internet
Project Discipline(s)	Business Strategy
Company Description	
<p>KoMarketing Associates, LLC is an online marketing firm, specializing in the field of search engine marketing. We help clients improve their business results through obtaining natural search engine rankings and managing search engine advertising campaigns.</p>	
Project Description	
<p>Improve KoMarketing's service offering and pricing model to attract profitable, long-term clients. Use a combination of competitive analysis, secondary market research, and primary research to determine the optimal service and pricing model for clients and prospects. We need to understand the primary needs of clients, what they are looking to outsource to companies like ours, and how to package & price the service offering. In addition, we need to know what we are missing in service delivery to existing clients.</p>	

Company Name	KoMarketing Associates, LLC Waltham, MA
Website	www.komarketingassociates.com
Industry	Marketing
Industry Sector	Internet
Project Discipline(s)	Marketing Strategy
Company Description (See description above)	
Project Description Help KoMarketing Associates launch a market research product that can be sold independently and that will enhance our company's reputation in the marketplace. We are considering creating, marketing, and selling a market research report for the industry niche we serve – Business-to-Business Technology companies. We need to understand what marketing managers and executives at B2B technology companies consider to be their biggest pain points in website marketing and what they want to know about search engine marketing and online marketing. How much would a marketing executive pay for this kind of report? Can this report be updated and re-produced regularly? How often?	

Company Name	Massachusetts Amateur Sports Foundation Woburn, MA
Website	www.baystategames.org
Industry	Not-For-Profit
Industry Sector	Sports
Project Discipline(s)	Business/Marketing Strategy
Company Description Massachusetts Amateur Sports Foundation (MASF) is a 501 (c)(3), non-profit organization which annually presents the Bay State Summer and Winter Games. The MASF was founded in 1982 and 2007 will mark the 26 th anniversary of the organization. The primary objective of the MASF is to promote personal development, education, physical fitness and mutual respect through amateur athletic competitions and programs. Each year, over 7,000 athletes from over 300 Massachusetts communities participate in the Bay State Games in 25 different sports. In addition to athletic competitions, the MASF conducts numerous enrichment and educational programs. These include a college scholarship program, a sportsmanship initiative, the Mass Shape Up Health and Fitness program, bi-annual Kids Fitness Days for school age Children across the state, a Hall of Fame Program a sports medicine conference. Over 1500 volunteer coaches, organizers, officials and medical staffers are involved with the program each year. An economic impact study conducted by a MCFE Project team in 2002 found that the Bay State Summer and Winter Games generate 4 to 5 million dollars in economic impact to the Massachusetts economy.	
Project Description MASF would like a team of MCFE students to conduct research on specific Bay State Games sports to analyze current marketing strategies and determine methods to increase participation, specifically in the Bay State Games 7v7 Soccer, Junior Basketball, Ice Hockey, Softball, Volleyball, Tennis and Gymnastic competitions. Since the conclusion of the 2006 Summer Games, the Bay State Games board and staff has focused on analyzing all sports and developing strategies to increase participation across the board. The first phase of this initiative was to determine the current participation and revenue impact of each sport. This phase was completed in February of 2007. It was then determined that several sports would be selected each year, starting with the 2007 Games, to make a concerted effort to raise participation levels. After analyzing the data on current participation and revenue levels to determine sports with strong growth potential, it was decided that Track, Wrestling, Swimming, Lacrosse and Field Hockey would be the sports to focus on for the 2007 Summer Games. The effect of these marketing efforts will be analyzed at the completion of the 2007 Games in late July. The long term goal of this initiative is to focus on every sport and to implement strategies to increase participation in each of them. In keeping with this goal, we have already determined the sports which will be focused on for the 2008 Summer Games. The 2007 Babson Project proposal will focus on this second wave of sports. The team will conduct research and prepare their findings throughout the Fall of 2007. The Games staff will implement these strategies in early 2008.	

Company Name	Massachusetts Community Development Finance Corporation Boston, MA
Website	www.mcdfc.com
Industry	Finance
Industry Sector	Economic Development
Project Discipline(s)	Finance/Marketing Strategy
Company Description	
<p>Massachusetts Community Development Finance Corporation is a quasi-public corporation authorized by the Massachusetts legislature in 1975, under the statute of Chapter 40F, as one of the nation's first state-level community economic development finance institutions. The core mission of CDFC was to bring new economic activity and good quality jobs to Massachusetts' low-income areas working in conjunction with community development corporations (CDCs). Over the past three decades, CDFC designed programs and activities in response to the expanding development activities of CDCs, new legislative mandates, and its own innovations to better address the capital availability problems of small businesses and lower income communities. Today CDFC concentrates in lending to small business throughout the Commonwealth and plans to become a better recognized and more active economic development lender.</p>	
Project Description	
<p>The project will entail marketing research in the financial industry. This project will allow us to identify and define a target market with the minimum competition as possible. Through its history CDFC has been changing its targeted market as private funds have become available to markets previously perceive with higher risk. CDFC finds itself by a board of directors and management that have been in place for less than a year. We are looking at many different avenues to grow and become more efficient. This project will assist us in making some significant decision that will impact the future of this organization. The best method to address this problem is to design a series of questions that will identify our niche market. I think telephone interviews will suffice to gather the information needed. Later matrix summarizing all findings in meaningful categories will provide the analytical tool to achieve the project objective.</p>	

Company Name	Middlesex Savings Bank Natick, MA
Website	www.middlesexbank.com
Industry	Financial Services
Industry Sector	Banking
Project Discipline(s)	Finance/Marketing Strategy
Company Description	
<p>The Middlesex Savings Bank is the 2nd largest mutual bank in Massachusetts, and the 6th largest mutual bank in the country, with assets exceeding \$3.3 billion and 24 branch locations. The bank's focus is on providing value, convenience and personal attention to all of their customers. The Middlesex Bank offers a full range of products and services to meet the financial needs of consumers and businesses. They view their commitment to providing outstanding and memorable customer service as one of the most important differences between their Bank and other financial institutions in the marketplace.</p>	
Project Description	
<p>Middlesex Savings Bank we will be opening its third Framingham office this summer. The town provides the bank with many opportunities, as well as many challenges. One of the biggest opportunity/challenges is the immigrant market. It is quite sizeable, in terms of number, and represents a traditionally unbanked/underbanked population. To help MSB better provide services to this market segment, it would be ideal to obtain information regarding:</p> <ul style="list-style-type: none"> * demographics * civic and community leaders in the immigrant population * major publications and media outlets used by this segment * businesses owned by this segment * banking trends of this population 	

Company Name	Musicmindes Tullan Strand, Ireland
Website	www.musicmindes.com
Industry	Music
Industry Sector	Promotion
Project Discipline(s)	Business/Marketing Strategy
Company Description	
<p>Musicmindes began as a community project to support and promote music and musicians living in rural Ireland. The aim of Musicmindes was to collect and evaluate music and musicians, showcase what we felt was best, promote this music to the music industry, radio, publishing etc, provide help in areas such as internet promotion, podcasting etc. There was enormous interest in all of the above services, and now the five founding members would like to launch Musicmindes as a record label and music service company.</p>	
Project Description	
<p>Musicmindes would like a consulting team to research the most effective ways to promote music and musicians to the US music industry. Students will conduct primary and secondary research and consult on the most effective ways of marketing modern music including internet promotion; identifying elements of a successful label and use of distribution practices in the www era, as well as best practices for partnering with the labels and publishing music. Suggested means of research include interviews with personnel in the music industry : A&R executives, Radio, Podcast DJ's, Computer experts, Promoters, and Agents.</p>	

Company Name	Progressive Gourmet Wilmington, MA
Website	www.progressivegourmet.com
Industry	Food
Industry Sector	Frozen Food Distribution
Project Discipline(s)	Marketing Research/Strategy
Company Description	
<p>Progressive Gourmet is a customer driven, specialty food supplier, dedicated to delivering innovative menu solutions and striving to become an extension of our customer's kitchens. We are currently delivering in 6 regions; New England, New York, Pennsylvania, Washington D.C., Las Vegas, and Florida.</p>	
Project Description	
<p>Progressive Gourmet is looking for a consulting team to help them gain insight into their customer relationships and understand how their customers perceive Progressive Gourmet as a company. In order to do this they would like the team to look at all channels to help understand purchase habits, preferences and perceptions and prepare strategic marketing recommendations. Suggested means of doing this include: customer analysis -assess how PG's customers perceive the company; identify unmet needs; analyze competitors performance; identify total market size, market potential, marketing environment and trends.</p>	

Company Name	Samaritans Boston, MA
Website	www.samaritanshope.org
Industry	Not-For-Profit
Industry Sector	Health
Project Discipline(s)	Technology/Marketing/Finance
Company Description	
<p>Samaritans is a non-profit organization with offices in Boston and Framingham. Through a small staff and a large community of trained volunteers, Samaritans' purpose is to alleviate feelings of despair, isolation, distress and suicidal feelings among individuals in our community, 24 hours a day through our help-lines; to educate the public about suicide prevention through community education and outreach program; and to provide support through programs designed for those touched personally by suicide. This is accomplished through services that emphasize</p>	

confidential, nonjudgmental, and compassionate support.

Project Description

This project touches all areas of marketing, finance, and technological analysis. As technology continues to change and improve, teenagers are moving away from using the telephone to relying on text messaging and chatting as a way of staying connected. The phone also often doesn't provide the privacy or sense of anonymity that some of these other technologies provide. Samaritans believes that by offering befriending services using technology options beyond the telephone, they may be better able to support teens in need of someone to talk to. Their hope is to work with a group of students to develop a plan for establishing an "online" befriending system, in which teens can log on and chat with a trained "teen befriender". In doing so, the Samaritans would like a team to address the following: • Research questions addressing technology options, i.e. is chatting the best medium or should they focus their energy on the next wave of communication that is approaching? • Technology questions asking what technology will they need to make this possible and what kind of technological support will it require? • Software Development questions asking how can they personalize/modify what exists so that it can meet the requirements of Samaritans? • Feasibility questions asking if a small, non-technical organization can realistically consider becoming involved with this type of service? • Funding – what are the short term and long term costs associated with this project?

Company Name	School of the Museum of Fine Arts Boston, MA
Website	www.smfa.edu
Industry	Education
Industry Sector	Arts
Project Discipline(s)	Business Development/Market Research
Company Description	
<p>Located in Boston's Fenway cultural district, the School of the Museum of Fine Arts, Boston (SMFA), is a unique institution, dedicated to educating artists and focused on fostering creative investigation, risk-taking, and individual vision. They do this by emphasizing studio practice and by offering students an unusual amount of freedom in their coursework. SMFA offers renowned undergraduate, graduate, and continuing educational programs in addition to programs leading to the Diploma, the Fifth Year Certificate, and the Post-Baccalaureate Certificate. Their programs are enhanced by close relationships with the Museum of Fine Arts, Boston, the third largest fine arts museum in the nation (and our next door neighbor), and with Tufts University.</p>	
Project Description	
<p>The goal of the Museum School's alumni relations office is to work with SMFA alumni, administration, faculty, and students to strengthen ties with alumni, encouraging them to form lifelong ties with the Museum School, and engage in its support. SMFA wants to build long-term relationships with alumni, encouraging them to connect with the Museum School and with each other. At present, communication with alumni is very one-sided: from the School to alumni. Only a few hundred alumni communicate with the School directly in the course of a year. SMFA seeks a MCFE team to provide proactive outreach with alumni (via a survey, etc.), to help determine what types of services, communication, and alumni network would best serve their organization. Analysis of this data could be used formulate a long-term institutional approach to building these long-term relationships. Suggested means for addressing the problem include questionnaire/survey analysis.</p>	

Company Name	SMILES (Southcoast Mentoring Initiative for Learning, Educ. Service) New Bedford, MA
Website	www.southcoastsmiles.org
Industry	Not-For-Profit
Industry Sector	Education
Project Discipline(s)	Marketing/Business Strategy
Company Description	
<p>The mission of the SouthCoast Mentoring Initiatives for Learning Education and Service (SMILES) Organization is to help at risk children realize their personal and educational potential through a large scale one-on-one mentoring program. We run school based mentoring programs in the Southcoast of Massachusetts and currently service 150</p>	

students and are planning to expand to 1500 students in the next 5 years.

Project Description

Our objective is to recruit as many mentors as possible in a cost effective manner. SMILES would like a MCFE consulting team to develop specific ways of identifying potential mentors. Once these potential mentors groups are identified, we would like the team to help identify through research, when, where and how would be the 'best' way of recruiting them as volunteer mentors. Suggested means for addressing the problem: Identify community organizations, businesses, religious groups that focus on philanthropy. Revise existing marketing materials.

Company Name	The Ely Center, LLC Newton, MA
Website	www.elycenter.com
Industry	Health
Industry Sector	Therapy
Project Discipline(s)	Finance/Business Strategy

Company Description

The Ely Center is an evolving for profit social-communication therapy center which features speech and language therapy, occupational therapy, movement/exercise and nutrition training. Our mission is to enhance each client's health and wellness. We achieve this by working as a team to explicitly teach and facilitate the individual client's social language development, language processing, sensory, fine and gross motor, nutrition, and physical conditioning needs. We achieve this via the following 3 formats: group therapy, individual therapy, and consultation to families, local school systems as well as private services/institutions. Although our practice meets global speech and language needs we offer a specialized concentration and expertise in social pragmatic language development. We cater to individuals with diagnoses in the following areas: autism spectrum disorders (Asperger's Syndrome, Pervasive Developmental Disorder, and High Functioning Autism), Nonverbal Learning Disability, anxiety disorder, and no diagnosis with deficits in social communication. Pragmatic language processing deficits impact academic performance as well as social communication abilities, across the curriculum in school and through social interactions within the individual's community. Our programs features dialogue with staff regarding service delivery/treatment motives, methods, and outcomes for this unique and fast growing neurologically challenged population. We are primarily a cash business with minimal interest in reviewing the potential effects of health care/insurance reimbursement.

Project Description

The Ely Center, LLC is a young company, which offers a unique product. There are few other places for individuals in New England to go to receive social skill building classes taught from a language-based perspective. We were founded by a Speech Language Pathologist to address the needs of neurologically challenged individuals and their families, based on environmental need (demand) and limited area supply for this service. Ideally, we would like guidance in all areas of business development, with an initial focus on business strategies/planning and finance. Marketing is less of an immediate concern, but any insight in this arena is welcome as well. Of issue are the concepts of new business development, increasing cash flow and maximizing financial outcome potential. We feel the business could advance to more sophisticated levels, financially and within the "therapy" market, given proper guidance and understanding. We would like to establish a multi-year plan which includes financial and business goals and objectives while also learning how to achieve proposed initiatives. There is market interest in opening centers like Ely in other locations within New England as well as outside of this area and in Europe. Franchise guidelines, practicality, and development are also an area of interest to the company.

Company Name	Veteran's Business Owners Initiative (VBOI) Bedford, MA
Website	www.veteranbusiness.biz
Industry	Not-for-Profit
Industry Sector	Business Development
Project Discipline(s)	Marketing/Business Strategy

Company Description

We are a non-profit enterprise that seeks to help US military veterans with mental illness to create their own businesses. We do this through education, mentoring, coaching and networking. The Veteran Business Owners

Initiative (VBOI) was established to assist veterans facing physical and emotional challenges run successful ventures. This organization offers an organized environment to support the program's members at all levels of business development, from business plan creation to running daily operations. The Empowerment Bank is a non-profit organization created to fund the entrepreneurial ventures of veterans by providing them access to micro-loans. The Veteran Business Owners Association, also known as the VBOA, is the umbrella association under which the Empowerment Bank exists. This association was created over two years ago at the Bedford, Massachusetts location of the Veterans' Health Administration with the purpose of helping veterans expand employment opportunities beyond the realm of the typical low-wage, low-commitment jobs offered to veterans with disabilities. The Initiative has since developed the Business Gymnasium, an eighteen week program that teaches fundamental business concepts and tools, the Veteran Business Owners Association, a business development support group, and most current, the Empowerment Bank.

Project Description

VBOI would like a consulting team to work with them to support an upcoming national conference they will be hosting, on the subject of the commercial and therapeutic benefits of entrepreneurship for mentally ill and disabled veterans. This project will involve developing and implementing marketing strategies in advance of the conference and measurement of effectiveness after the conference. Suggested means of accomplishing task include research, publicity releases, promotional interviews in advance of the conference and questionnaires and interviews of attendees & presenters afterwards. Final presentation would include recommendations for future events.

Company Name	Vroom Foods, Inc Costa Mesa, CA
Website	www.vroomfoods.com
Industry	Food
Industry Sector	Energy
Project Discipline(s)	Entrepreneurial Marketing Strategy
Company Description	
Vroom Foods, Inc. mission is to bring portable, affordable and powerful energy options to an energy craving world. We are the makers of Foosh™ Energy Mints and Buzz Bite™ Chocolate Energy Chews. Each mint or chocolate has the caffeine equivalent of a full cup of coffee plus a blend of 5 b vitamins, ginseng and taurine. No other product on the market comes close. Each piece has 25% more caffeine than a an entire can of Red Bull. No chilling, no heating, no spilling.	
Project Description	
Vroom Foods would like a MCFE team to help build a business strategy to increase and gain distribution. Vroom Foods, Inc. products have been in market for two years. The products were intentionally launched on a limited basis across various channels including convenience stores, college bookstores, on-line, coffee shops, sports nutrition stores and truck stops. The products were successful across a wide range of channels. Vroom Foods, Inc. is now leveraging these success stories into bigger accounts. Barnes and Noble College Bookstores (400 stores) and Spencer Gifts (700 stores) were recently acquired. Even great products that everybody has heard of don't sell themselves. Coke has over 30,000 sales people and everybody has heard of the product. As a small manufacturer with two skus acquiring shelf-space is an enormous challenge. How can Vroom Foods, Inc. go about getting shelf-space without paying slotting or promising huge support programs? What business strategy ideas can the MCFE consulting team suggest to increase and gain distribution? Suggested means of addressing the problem might include: developing a guerrilla PR campaign; viral marketing; create a loyalty program; Google Adwords campaign.	

Company Name	Worcester Environmental Education & Research Effort West Boylston, MA
Website	www.francisholisticmedicalcenter.com
Industry	Not-For-Profit
Industry Sector	Research and Education
Project Discipline(s)	Business/Finance Strategy
Company Description	

501C3 ENVIRONMENTAL RESEARCH AND EDUCATION The Francis Holistic Medical Center, P.C. is a holistic private practice utilizing integrative care by board certified physicians. Our team includes alternative providers to augment our services. Our preventative and environmental approaches include the use of nutritional/dietary treatments, hormonal therapies, allergy testing and treatment, and intravenous vitamins, minerals, amino acids, and antioxidants. We also provide toxicity assessments and treatments (Chelation Therapy) where indicated.

Project Description

The Worcester Environmental Education & Research organization would like a MCFE team to work with the doctors from the Francis Holistic Medical Center to help them develop a business plan for a free integrative holistic medical center. Ideally the business plan would include system and financial analysis design.

Company Name	YMCA of Greater Boston Boston, MA
Website	www.Ymcaboston.org
Industry	Not-For-Profit
Industry Sector	Health
Project Discipline(s)	Marketing/Business Strategy
Company Description	
The YMCA is at the heart of strong communities in metro Boston. We provide affordable and accessible programs to more than 100,000 children, teens, adults and seniors every year, thanks to nearly 1,500 employees, 400 summer teen employees and 1,500 dedicated volunteers. We are building a strong future for young people and teens. We serve more youths than any other non-profit in Boston with an array of diversion, leadership development, skill building and healthy lifestyle programs..	
Project Description	
The YMCA is looking for a consulting team to help design an association wide marketing strategy to increase enrollments in all of their aquatic programs. The population served includes ages 6 months to adults....there are lots of options!	

Company Name	Young Entrepreneurs Alliance Concord, MA
Website	www.yeaworks.org
Industry	Not-For-Profit
Industry Sector	Human Services
Project Discipline(s)	Operations/Finance/Business Development
Company Description	
The Young Entrepreneurs Alliance (YEA) was founded on the belief that teens from all walks of life have innate talents, waiting to be discovered. YEA helps low-income teens realize their economic potential and take steps toward financial independence by owning and running viable businesses. YEA empowers these teens through business ownership, job training, financial education and academic support. In addition, YEA opens doors to higher education and meaningful employment, enabling teens to envision and create a brighter future for themselves, their families, and their communities. Today, YEA works with teens at four regional vocational-technical schools (Horace Mann School for the Deaf in Brighton, Madison Park Vocational in Roxbury, Assabet Valley Tech in Marlboro, and Keefe Tech in Framingham) to create bona fide income-generating businesses in which the teens are owners. These businesses include a graphic design firm, a scanning business, and a remote secretarial services company. Within the framework of these businesses, YEA teens build the skills they need to turn their lives around and attain long-term economic independence. YEA also provides a range of other support services. In the last year, we have helped our teens with college preparation (tours, applications, and general counseling), MCAS tutoring, identifying learning disabilities, and receiving proper medical care. We have also been reaching out to other nonprofits that specialize in some of these services to build partnerships. Our goal is to leverage their expertise, instead of duplicating existing services and unnecessarily increasing our staff.	

Project Description

YEA has been working on the idea of creating “YEA in a Box”, which is a replication initiative that will allow us to franchise our innovative entrepreneurship coaching to schools beyond Eastern Massachusetts. The product will be filled with interactive tools and teaching guides that reflect the nature of how we teach, and how our students learn. This social enterprise will allow us to reach more teens, to diversify our income stream and to reduce our dependency on charitable dollars. YEA has determined that the first step in replicating our model is to conduct a rigorous feasibility study. The current staff and board do not have experience with replication – neither the intricacies of preparing a product for a broad marketplace nor the issues associated with going to scale. Before we begin building YEA in a Box, we must have a solid understanding of the competitive landscape and a roll-out plan that meets the market needs. Once we have this understanding and a concrete plan for building and distributing YEA in a Box, we can tackle the actual replication process with speed and success. YEA hopes to begin the feasibility study by late spring of 2007. The MCFE project will involve working with YEA and our Director of Strategic Planning. We have broken the work into phases, which are listed below:

Outline the program in detail. For the sake of simplicity, we have identified the three main modules under which all of our curriculum materials will fall. The Director of Strategic Planning will flesh out each module in great detail with input from YEA staff. This component of the feasibility study will also include an analysis of the best delivery format for the curriculum materials.

- a. Starting and running a business
- b. Human dynamics – dressing for success, business manners, customer service, etc.
- c. Financial literacy – personal and business