Magelli Office of Experiential Learning
Examples of Past Student Projects

Project Area		Client	Business Problem/Opportunity
Strategy & Growth	Opportunity Analysis	Medical Device Company	Identify target geography to launch new product. Which city/state/region should we start in and why?
	Opportunity Analysis	Automotive Parts Manufacturer	Identify 5 potential new markets to enter. Screen and vet each market and recommend one that the company should enter.
	Business Plan Development	Non-Profit in the Health Industry	Identify several business models that would enable us to reach our aspiration of raising 5-10x the funds we do today? Prioritize options along with rationale. Provide critical success criteria for each and assess gaps vs. current capabilities.
	Go-To-Market Strategy	Building Materials	What is the optimal strategy to take our successful B2B product into the B2C market? Develop detailed product intro implementation plan.
Marketing Strategy	Customer Profiling	Medical Equipment Testing Company	Comb through past customer data and research market trends. Create profile of ideal target customer. Using profile, screen a list of potential customers and identify 'top 10' and 'top 100' list for sales team.
	Customer Profiling	Online Portal Matching Buyers & Sellers	Assist with launch of new platform: data analysis of survey results including key features, competitors and potential business models; persona development, launch strategy & marketing campaign.
	Competitive Benchmarking	Kitchen & Bath Ecommerce Company	Provide detailed competitive analysis and identify gaps in our business model, product offering, service model, etc. Provide a prioritized plan to capitalize on our strengths and minimize our weaknesses vs. competitive set.
	Sales Strategy	Tech Company Focused on Artificial Intelligence	Research viable new channels for our company to leverage. Develop new sales and marketing strategy that can help take our product to the next level. Include channel selection, cost, expected outcomes, implementation plan.
Finance	Acquisition Strategy	Telecommunications Company	Define an acquisition strategy that would allow a near term acquisition (within two years) that is synergistic with current business but allows for significant step function in growth. Final report to include 10-year acquisition strategy, high level DCF model, target parameters for initial acquisition.
	Forecasting	Investment Company	What market indicators will give us a heads up on revenue trends so that we can better predict liquidity needs and budget more effectively? Predict leading indicators of increases or decreases in revenue.
	Cost-Benefit Analysis	Financial Services Firm	To assist in development of a new service, conduct rigorous analysis to identify key risk and performance measurements of commodities and fixed income products. Recommend visualization tool (Tableau or Qlik Sense).
Data & Technology	Emerging Technology Application	Multi-Billion-Dollar Nonprofit	Explore global use of blockchain technology in various industries, identify trends and innovative ways that companies are using. After building an understanding of our mission, provide recommendations on if and how our non-profit should begin leveraging this new technology.
	Emerging Technology Application	Large Telecom Company	Identify several business cases for implementing IoT (Internet of Things). What value do our connected devices/sensors bring to the customer? How do we quantify that value and how does it impact pricing?
	Data Visualization	Startup Internet Service	Collect internal financial data, develop a set of key performance metrics, and create a visual tool that makes it easy for the company to make decisions and attract investors.