



**JOSEPH M. KATZ GRADUATE SCHOOL OF
BUSINESS**

BRIDGE PROGRAM OVERVIEW

Summer 2023
Informational Session



University of
Pittsburgh

Joseph M. Katz
Graduate School of Business



AGENDA

- Program Structure
- Projects
- Timeline
- Student Expectations
- Payment and Paperwork
- Application Process



Addressing the Gap: A Bridge Program



Students:
to attain
professional
development
experience

Community
Partners:
To support and
address
complex
organizational
needs



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Program Structure

General Overview

- Discrete 8-week long consulting projects
- 4 Katz students per project
- Not a for academic credit program
- Teams are assigned an Executive Coach for support
- Support community-based organization
- Funded by Pitt donors & corporate partners



2023 Projects

- **Pittsburgh CLO**
 - *Market research & business modeling*: this musical theatre group seeks to utilize their competency with set design to further expand this line of business. Project includes identify potential customers.
- **Touchstone Center for Crafts**
 - *Segmentation, Targeting & Positioning*: the Laurel Highland craft-retreat center, seeks ideas on how to market retreats to different organizations with the purpose to increase revenue.
- **Jewish Federation of Greater Pittsburgh**
 - *Analytics Project*: Support derive KPIs (key performance indicators) and metric capture mechanisms to evaluate the Yom Ha'atzmut celebration race and festival – an annual cultural celebration.



2023 Projects

■ Meerkat Village

- *Financial modeling*: for this social impact venture geared to support families with children with special needs, pressure test revenue modeling for scenarios for a subscription service go-live.

■ Footbridge for Families

- *Analytics*: this NGO provides short-term financial assistance for families to get children from entering protective services. The project entails grooming and recoding data in a return on investment (ROI) model developed by CMU to improve the performance of a call center management tool.

■ Bona Fide Bellevue

- *Information Systems*: for this Pittsburgh-community group, recommend a pragmatic and easy to use CRM used to support, engage, attract, train and communicate with their volunteer network.



Program Timeline

3 Mandatory Workshops:

- Developing the Work Plan
 - Tuesday, May 30
 - Time/place TBD
 -
- Preparing for the Mid-Project Review
 - Tuesday, June 27th
 - Time/place TBD
 -
- Preparing for the Final Pitch
 - Tuesday, July 18th
 - Time/place TBD

Additional Key Dates:

- Week of June 5th
 - Project Work Begins
 - Initial Meeting with Client
- Week of July 10th
 - Mid-Project Review
- Week of July 31
 - Final Pitch to Client
 - Project Concludes



Payment & Authorization

- Must be a current Katz student (not open to recent graduates)
- Students do **NOT**:
 - Have to apply for CPT
 - Need to participate in an independent study/internship course
 - Need any special authorization from OIS
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- You will receive a one-time award for your completion of the project.
- Instructions regarding payment processes will be shared once selected



Application Process

Application will open Wednesday, April 19th

- The Bridge Program - Pitt Business

- Need to submit a resume and *thoughtful* reply to a few short answer questions

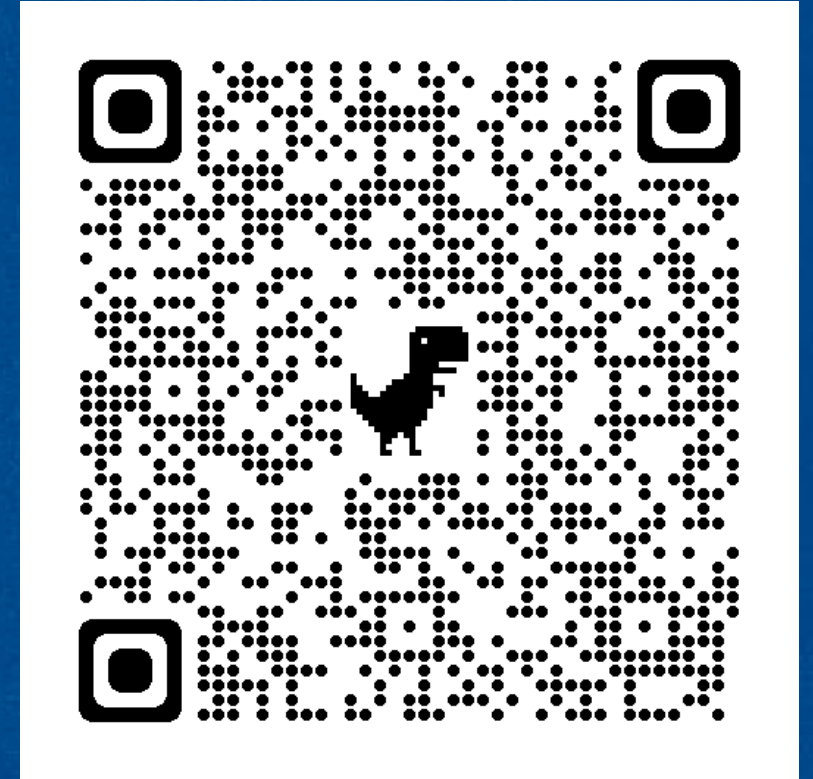
Application Notable Dates:

- Application Deadline: Friday, May 5th
- Selection Notification: Monday, May 15th
- Deadline to Accept Offer: Wednesday, May 17th
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Pennsylvania Robotics & Technology Fellowship

- Support small and medium-sized manufactures in the region.
 - Areas of robotics, technology and advanced manufacturing
- Up to 8 weeks on project
- Approximately 4 students per project
- Guided by experienced coach/mentor





QUESTIONS?



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