JOSEPH M. KATZ GRADUATE SCHOOL OF BUSINESS

BRIDGE PROGRAM OVERVIEW

Summer 2023
Informational Session
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
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
• 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
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?