JOSEPH M. KATZ GRADUATE SCHOOL OF BUSINESS

BRIDGE PROGRAM OVERVIEW

Summer 2024
Informational Session

University of Pittsburgh | Joseph M. Katz Graduate School of Business

AGENDA

- Program Structure
- Timeline
- OnBoarding Process
- 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
- 4-5 Katz students per project
- Not an "*academic credit*" program
- Teams are assigned an Executive Coach for support
- Support community-based organization
- Funded by Pitt donors & corporate partners

Program Timeline

3 Mandatory Workshops:

- Developing the Work Plan

- Preparing for the Mid-Project Review

- Preparing for the Final Pitch

Additional Key Dates:

-Project Work Begins
Initial Meeting with Client

-Mid-Project Review

-Final Pitch to Client
Project Concludes

ON-BOARDING PROCESS

- Pre-Project Phase
  - **Training**
    - Complete series of asynchronous modules in Canvas
      - Executive Reporting with PowerPoint
      - Research Tools for Business Projects
      - Telling Stories with Data
      - Leveraging Digital Productivity Tools
    - Review Project Tracking Process
  - **Project Tasks**
    - Reviewing Scope of Work
    - Connecting with team members (including assigning roles)
    - Connecting with project coach

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
- Receive a one-time award/stipend for completion of the project.
- Instructions regarding payment processes will be shared once selected.

2023 BRIDGE PROJECTS
Final Posters

Bridge Program: Marketing Strategy

Team Members: Ramya Parameswaran Rungta, Woohyuk Choi, Feng Chi Liu & Sarthak Gupta **Executive Coach: Allison Duncan**

Project Challenge:

❖Client – Focused

•Organization lacked a well-defined marketing strategy.

•Social media pages needed to be updated and analyzed for strategic user acquisition.

•A new branding and publication strategy needed to be developed for future marketing projects.

•Thoughtfully crafted content strategy and a cost-effective content management system needed to be implemented to effectively monitor all content marketing efforts.

❖Internal Team – Focused

•Initial lack of clarity on Deliverables -> resolved through client meetings

•Occasional issues in team coordination -> resolved through strong communication leadership

•One-time internal conflict that was later resolved by the team.

•Skill gaps resolved by individual and team efforts.

Project Outcome/Recommendation:

- Developed a marketing roadmap for PRISM starting out with a social media communication strategy, content calendar template and brand identity guidebook.
- Generated an insightful social media analysis report, recommending the implementation of a monthly social media analytics review for PRISM to devise relevant audience-centric strategies.
- Suggested more budget-friendly and user-friendly options for content management system platforms.
- Highlighted the significance of incorporating marketing templates as an invaluable tool for documenting all marketing processes during an ongoing campaign

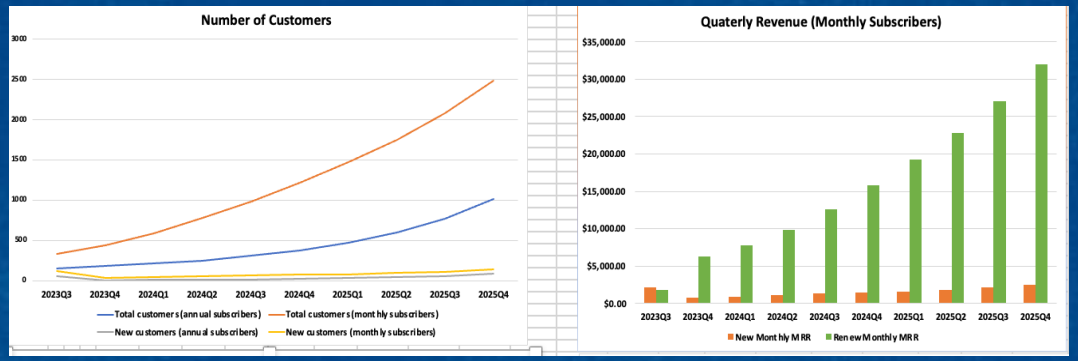
Bridge Program: Financial Modeling

Team : Mohit Dewan, Li Tianze, Wei Ru Yang, Wu Yuhang

Executive Coach : Ankur Goel

Project Challenge:

- **Dynamic Financial Environment**: Navigating the volatile financial landscape of a SaaS social impact startup.
- **Balancing Stakeholder Interests**: Harmonizing the diverse financial interests of seed investors and affiliate partners.



Action Plan:

- Delve deep into Meerkat's past and present financial data.
- Engage regularly with Meerkat for real-time feedback.
- Model diverse market scenarios to predict future trajectories.
- Evaluate potential affiliate partners and forecast mutual benefits.

Project Outcome:

- A customized 3-year pro forma financial projection highlighting Meerkat Village's potential.
- A detailed framework aimed to assure seed round investors of Meerkat's financial viability.
- A revenue-sharing structure designed to boost B2C sales and benefit both Meerkat Village and affiliate partners.

Bridge Program: CRM to Support Volunteer Network

Team: Divya Singh, Rashi Rathore, Kaushik Madgula, Ruyu Yan

Executive Coach: Theresa Gallick

What is the problem?

Bona Fide Bellevue faced challenges due to multiple software solutions, hindering volunteer, donor, and community management activities. They required an integrated CRM to streamline process.

Action Plan

- Identifying client requirement
- Conducting market research and competitive analysis
- Selecting CRM vendors based on the requirements
- CRM initial screening and demo
- Negotiation and final recommendation

How do we know this is a problem?

Different Softwares/Tools used:

- WordPress Website
- Gmail/Google Drive
- Mailchimp
- Jotform
- Qgive
- Spreadsheets and Email

Analysis

- Social media integration will boost donations by 10%/year
- Estimated time savings will be 30%
- 75% time reduction in database management

Scope of project

Recommend and implement a user-friendly CRM for Bona Fide Bellevue, enabling effective engagement with volunteers, donors, and the community within $3k/year budget.

Project Outcome

- Comparative study of two best CRMs
- Detailed analysis of final CRM recommendation
- Full list of custom fields to incorporate in final CRM system

Application Process

- **Resume is required** and *thoughtful* reply to a few short answer questions
- **Avoid** AI generated responses only
- **Tailor answers** that relate to your own experience

Application Deadline:	**May 3**
Selection Notification:	**May 13**
Deadline to Accept Offer:	**May 15**

Pennsylvania Robotics &Technology Fellowship

- Support small and medium-sized advanced 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?