**Make the Terry MBA Program Your Innovation Consultant**

The Terry College of Business MBA Program can convert cutting-edge research into  
practical business solutions, providing highly trained student teams led by nationally ranked faculty.

The Terry MBA Program’s unique training in theories and models of leadership and Design Thinking promotes innovation and strategic problem solving. Your company can request an Innovation Consulting Team from Terry’s MBA program and benefit from applying this combination of academic training and resources to your organizational challenge.

You gain:

* Access to the latest business innovations
* Cross-disciplinary teams led by a member of the Terry faculty
* A group of students focused on solving your business challenges
* Structured access to UGA’s outstanding research tools and resources

To have an Innovation Consulting Team of Terry MBAs begin contributing to your organization,   
please outline your needs for us in the Project Proposal form that follows. Selected faculty reviews all Project Proposals to ensure the fit with the Terry MBA Innovation Projects course.

Project proposals should be of appropriate scope to result in a business solution within 10-12 weeks and include:

* An explanation of the business issue ● The context of the issue
* Proposed project timeline ● Deliverables

Upon your project’s acceptance, the MBA Innovation Projects course instructor will schedule a meeting with you to discuss your project in detail. In order to provide the most effective recommendations, you will be asked to designate an internal contact at the director level or above to assist students with access to information and resources required to complete the project. Any student expenses incurred in relation to the project, usually mileage cost and copy services, typically less than $300, will be paid for by the project sponsoring company.

If you are interested in becoming a Terry MBA Innovation Consulting Client, please complete the Project Proposal form below and email it to: [desuth@uga.edu](mailto:mbaexp@uga.edu).

The Terry MBA Program looks forward to working with you!

**Terry MBA Innovation Project Proposal**

**Client Organization:**

**Project Title: umano Forward**

**Business Problem and Context:** (Short paragraph justification for the project. Why is it important?)

customer acquisition is the name of the game. our e-commerce repeat rate and customer lifetime values are extremely healthy. we need help identifying our target market, creating a plan to reach new eyeballs at low cost, and refining the plan as we go to make sure we're putting our limited resources behind the best online advertising, pr, and brand partnerships, etc.

**Desired Deliverables:** (What you would like to see as a result of this project?)

* Market validation
* Set of new product ideas.

**Project Start Date: August, 2016**  **End Date: December, 2016**

**Project Client Contact: Alex Torrey** **Title: CEO**

**Email Address: alex@uman.com** **Phone: 678.773.1673**

**Student Team Members (if any specific requests):**

**Project Proposal Review Process:**

* Selected faculty will review the proposal. The course instructor will meet with the Project Sponsor and Team Contact to discuss project goals and parameters. Projects are selected based on fit with the learning goals of the Innovation Projects course and the interest of the MBA students.

**Deliverables:**

* Executive Summary and Presentation to Client decision-makers.
* Report of data gathered, conclusions drawn and recommendations for future action.
* Detailed Concepts.
* Implementation Plan.
* Others as identified by the client and students.

**Progress Assessment:**

The team will interact with the key Project Sponsor on a bi-weekly basis.

* Student teams will be advised by the course instructor and will receive a course grade and academic credit for their work.
* Client/team meetings will be held periodically to provide feedback and review project objectives, progress and deliverables.