



A CALL TO MBAs

MBA's learning the real deal beyond case studies & books.

The most difficult thing about acquiring knowledge is the practical application thereof. The second most difficult thing about the time-honoured tradition of knowledge acquisition is the industry in which that is done...

Eventerprise.com is an early stage technology company who are doing to the world of events what Uber did to the taxi industry and what TripAdvisor did to travel.

We believe we can benefit from the minds of top-quality MBA students as much as we can provide real-world and fast-paced experience with distinctive challenges.

We're not an old, established business, so flexibility is our forte. We're not entrenched in an aging market, so disruption is our motto. This is the perfect place for MBAs to master their art.

We're a globally focussed, but locally relevant online match-making portal that helps event hosts (anyone throwing an event of any kind – from large scale international conferences to 21st birthday parties) find the most relevant peer-reviewed event suppliers and services – anywhere in the world. We're currently based in the 'Silicon Valley of Africa', Cape Town, home to revolutionary early stage start-ups, and we're thriving.

Find out more about Eventerprise.com [here](#).

To date we have been fortunate enough to have collaborated with MBA students from:

- Oxford University (The Saïd School of Business),
- The University of Illinois,
- Utrecht University of Applied Sciences,
- Stanford and The University of Berlin (Humboldt).

We'd love to add your students to the list.

See what the MBA students from Illinois had to say [here](#).



PROJECTS AND CHALLENGES WE'RE TACKLING (HEAD ON)

- Global expansion go-to-market strategies
- Financial Viability analysis
- Future trend innovation
- Consumer dynamics and market penetration
- Competitor analysis

REQUIREMENTS FOR MBA PARTICIPATION

- Must be pursuing a full-time MBA program and be fluent in English
- Strong interest in technology and the events industry
- Willingness to put academic learning into practice
- Ability to demonstrate critical thinking, independent motivation, interpersonal and organisational skills
- Analytical skills and ability to tackle highly strategic and difficult business problems

If you, or your students, believe you can add critical mass to our thinking, then, welcome.

Sign up application [here](#).

