

2023

2024

ANNUAL REPORT



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Disclaimer: All client names referenced in this report are pseudonyms used to protect client confidentiality.

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INTRODUCTION

Educating Through Action

Brown University's Collegiate Consulting Group fulfills its mission to inspire, train, and educate students about the field of consulting through external consulting projects, workshops, forums, and other professional development opportunities. Our external consulting projects are focused on training and educating students about the field of consulting through real world consulting projects. Each consulting project exposes students to the critical phases of the consulting process, namely the scoping phase, problem definition phase, research and analysis phase, and final recommendations and implementation phase.

Though our external projects represent the cornerstone of CCG's educational philosophy of learning through doing, we strive to provide consulting knowledge to the entire Brown community through our consulting workshops and forums. Workshops focus exclusively on teaching industry best practices, consulting frameworks, and professional development, while our forums focus on educating students more broadly on the field of consulting and the different pathways into the field.



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SERVICES



Market Research
CCG consultants conduct market research using publicly accessible data as well as tailored outreach. CCG provides an unparalleled level of insight into the college segment in particular.



Diverse Perspectives
Take advantage of CCG's immersion in the Brown University ecosystem. Students from a variety of concentrations provide insightful and creative solutions for CCG's clients.



Adaptive Strategies
Teams typically meet with clients several times per semester. A higher number of meetings enables our consultants to better define the path towards actionable recommendations. Our small teams are flexible and continually assess and reevaluate strategy alongside clients.



Industry Experience
Working alongside real clients, CCG consultants are responsible for conducting research, attending client meetings, and delivering actionable recommendations.



Community
CCG's selective community is tight-knit and supportive. The diverse body of members gain access to both social and recruiting events, which serve to foster community amongst members.



Career Guidance
With alumni working at top firms in consulting, finance, and tech, CCG consultants have access to a powerful network eager to help. CCG also organizes workshops, recruiting events, and interview preparation sessions for members.

CLIENT ENGAGEMENTS

Fall 2023 - Spring 2024

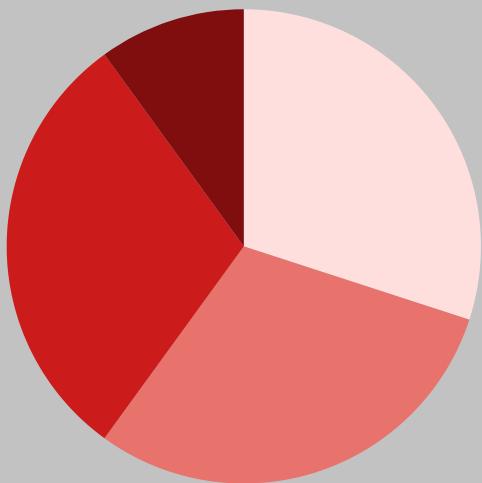


PROJECTS AT A GLANCE

1-2 PROJECT LEADS.

4-6 CONSULTANTS.

10 WEEKS.



INDUSTRIES

30% EDUCATION
30% VENTURE/INVESTMENTS
30% FOOD & BEVERAGE/DINING
10% NON-PROFIT

FALL 2023

Disclaimer: we respect the privacy of our clients, and so we request that this document is not redistributed to the general public. All client names referenced in this report are pseudonyms used to protect client confidentiality.

EDUCATION CO.

Education Co. is an education company based in Hong Kong. It provides international education opportunities, primarily to Chinese students, in partnership with major universities. The company offers comprehensive summer and winter programs, handling logistics, activities, and sales while universities provide the academic component. Education Co. aims to grow its revenue by 5x and has enlisted CCG to explore strategies such as expanding partnerships, developing custom programs, and targeting new student markets.

Process:

- Conducted research on potential university partnerships, pre-college program offerings, and international student demand.
- Explored partnerships with U.S. and U.K. universities and investigated ways to differentiate Education Co. from competitors by offering additional services like visa support and personalized counseling.
- Researched opportunities in new markets, such as India, Vietnam, and Japan, and identified recruitment agencies to help Education Co. reach these geographies.

Recommendations:

- CCG recommended expanding Education Co.'s pre-college program offerings by partnering with more universities, especially in the U.S. and UK.
- CCG encouraged Education Co. to provide additional services such as visa and language support, college counseling, and mentorship to international students.
- Finally, CCG suggested targeting new student markets in countries like India and Vietnam through recruitment agencies, which would significantly increase Education Co.'s reach.



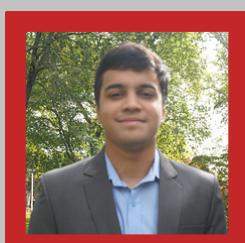
Tanay



Audrey



Albert



Krish



Ethan



Sujith,
Project Manager



CAREER CO.

Career Co. is an innovative Early Careers Platform that connects students with over 20,000 entry-level jobs and internships, integrated with more than 1,000 student societies across Europe. By fostering connections within inter-college groups, Career Co. enhances the job search experience with personalized messaging and targeted opportunities.

Process:

- Engaged with club founders across 10 campuses to gather insights on student engagement and job searching, identifying trends in member interests and refining customer personas to align Career Co.'s offerings with student needs.
- Conducted a SWOT analysis for Career Co., researching competitors in the U.S. market to identify Career Co.'s unique position and opportunities for differentiation.
- Presented strategies for scaling the company in the U.S. to the CFO of Career Co.
- Analyzed student clubs and career opportunities across top private universities, public universities, and liberal arts colleges in the U.S. to identify potential connections and partnerships that could enhance Career Co.'s offerings and engagement.

Recommendations:

- CCG recommended Career Co. focus on engaging liberal arts college clubs, integrating GPA tracking and the U.S. academic system to enhance user experience. Targeting smaller companies for exposure to college talent will differentiate Career Co. in a competitive market.
- To onboard these clubs, CCG compiled a list of contacts and utilized prepared email and direct message templates for efficient communication.



Andrew



Elisa



Alex



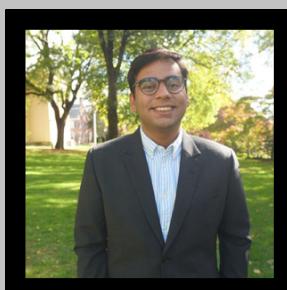
Adi



Jo



Vincent
Project Lead



Haadi,
Project Manager



WAFFLE CO.

Waffle Co. specializes in authentic Belgian waffles made with European ingredients. This consulting project focused on increasing foot traffic by developing strategies to engage both the Brown University community and the wider Providence area.

Process:

- Conducted research on Waffle Co.'s business model to develop a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.
- Researched customer segments and identified key student organizations or social groups at Brown University to target for potential catering opportunities.
- Surveyed and interviewed Brown students and local business owners to gather data on consumer preferences and purchasing behavior.
- Delivered prioritized customer segments to target and value propositions for marketing and customer acquisition strategies for each.

Recommendations:

- CCG recommended that Waffle Co. focus on its strengths and target key customer segments through partnerships and improved visibility, while encouraging referrals and boosting its online presence.
- CCG advised Waffle Co. not to prioritize quick-service or low-calorie segments, as they do not align with Waffle Co.'s offerings. Catering may be an option once demand grows.



Noah



Duru



Harshil



Zubin



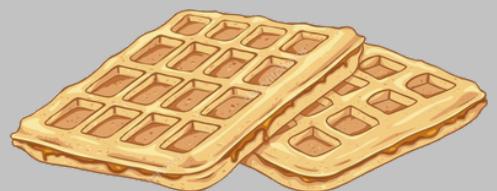
Katrina



PengCheng
Project Lead



Jasper,
Project Manager





SPRING 2024



COOKIE CO.

Cookie Co. is a premium cookie retailer that sells a variety of freshly baked cookies and accompaniments such as coffee, milk, and tea.

Process:

- Conducted an analysis of Cookie Co.'s sales data to identify trends in peak hours, popular items, and overall sales performance.
- Developed charts and graphs to visually represent key insights from the data.
- Created and administered a survey targeting Brown University students to collect data on customer awareness and interest in Cookie Co.'s offerings.
- Summarized survey responses to inform customer acquisition strategies and brand awareness initiatives.
- Conducted a competitor analysis, examining pricing structures, menu options, operating hours, and online ordering systems.
- Identified opportunities to reduce operational costs, including shifting labor hours and exploring a transition to the Snackpass ordering platform.

Recommendations:

- CCG recommended that Cookie Co. expand its product selection to attract a larger customer base.
- CCG recommended marketing through SnackPass and including key information on its website and sign as well as revamping social media and design elements to increase interactivity.
- CCG recommended periodic promotions specific to Brown students to increase revenue.
- CCG recommended opening at noon and expanding late hours past 9PM to tailor operating hours to customer demand.



Russell



Vijay



Mehmet



Benzion



Tanay,
Project lead



Haadi,
Project Manager



NON-PROFIT CO.

Non-Profit Co. is an organization focused on providing financial assistance to families across the United States. They partner with local non-profit leaders who identify needs that would otherwise go unmet and connect them with donors who are willing to assist financially. This consulting project focused on increasing donor acquisition and expanding company presence.

Process:

- Analyzed geographic and psychographic data amongst Non-Profit Co. users to identify potential demographic-specific marketing channels.
- Examined past campaigns and methods parallel to competitors to identify key strengths and growth opportunities, especially regarding ad grants.
- Performed a case study regarding organization partnership with communities in Boston to analyze how Non-Profit Co. can build a corporate donor network and expand into new geographies.

Recommendations:

- CCG advised Non-Profit Co. to offer user account creation to personalize their marketing and gain insights into donor-based interests.
- CCG recommended leveraging digital and in-person marketing strategies to build a donor community. This included offering live events to generate company visibility as well as collaborating with university clubs, high school clubs, and faith-based organizations.
- Finally, CCG encouraged the company to take advantage of Google Analytics and AdWords to increase targeted advertising and better adapt to user fluctuations.



Harshil



Jana



Audrey



Zubin



Adyant



Alan



Vincent
Project Lead



Sujith,
Project Manager



VENTURE CO.

Venture Co. is an organization that aims to create a community of people interested in business ventures via weekly gatherings, workshops, fireside chats, and other community-building events.

Process:

- CCG performed competitor analysis to determine selling points in similar business models.
- In particular, CCG performed an in-depth analysis of features and offerings that Venture Co. could implement.
- Conducted in-person interviews at Venture Co. events to collect target audience feedback.
- Assessed the viability of suggestions gathered from surveys/interviews.
- Constructed customer journey maps to outline how recommendations will assist in customer attraction and retention.

Recommendations:

- CCG recommended Venture Co. revamp their exclusive entrepreneurship program to provide more frequent engagement and personalized experiences.
- CCG encouraged partnership with the Brown Entrepreneurship Program to facilitate connections between students and upcoming ventures.
- CCG advised Venture Co. implement a matchmaking tool of past visitors to allow sustained networking between members.



Noah



Krish



Brendan



Elisa



Andrew



Oscar,
Project Lead



Jasper,
Project Manager



INVEST CO.

Invest Co. consists of watermen, entrepreneurs, and individuals passionate about our oceans and environment. Their investment portfolio consists of brands and technologies that bring best-in-class products to the recreational water activities market.

Process:

- CCG began by thoroughly researching the boat bumper industry, analyzing competitors, market trends, and identifying a strategic entry point for Invest Co.
- CCG conducted an in-depth review of current patents and legal risks, identifying potential challenges and opportunities for innovation.
- Lastly, CCG evaluated the pros and cons of filing patents for Invest Co.'s innovations, weighing the benefits of IP protection against potential costs and complexities.

Recommendations:

- CCG recommended Invest Co. target the lucrative superyacht market by focusing on premium, high-quality fenders designed specifically for luxury boats, where customers are willing to invest in top-tier products.
- CCG advised Invest Co. to strike a balance between price and quality by offering a range of fenders that maintain clients' high standards, while ensuring competitive pricing to attract a broader audience within the luxury market.
- CCG recommended Invest Co. explore partnerships and tie-ups with marinas, yacht service providers, and companies that sell complementary boat products, offering exclusive deals and increasing brand visibility in high-traffic areas.
- CCG encouraged the development of bundle packages that pair fenders with other essential boating accessories.



Andrew



Duru



Edward



Albert



Jo

Megan



PengCheng,
Project Lead



DEI STATEMENT AND REPORT



DEI VISION STATEMENT

CCG is committed to building and fostering an inclusive environment for students from diverse backgrounds and perspectives. The diversity that students bring to the group is viewed as a resource, strength, and benefit. It is our sincere intent to respect diversity in all forms: gender, sexuality, disability, age, socio-economic status, ethnicity, race, and culture.



OUR REPRESENTATIONS



WOMEN IN CCG



POC IN CCG



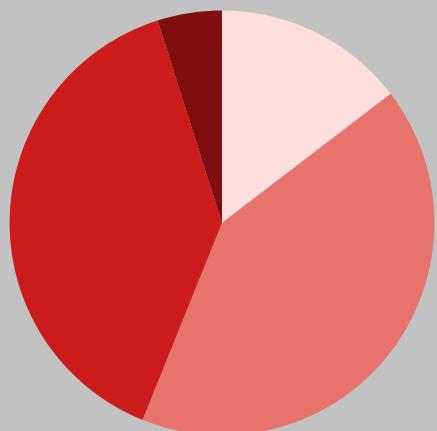
INTERNATIONAL



LGBTQ+ IN CCG



TRANSFER STUDENTS



14.6% FRESHMEN
41.5% SOPHOMORES
39.0% JUNIORS
4.9% SENIORS

ALUMNI NETWORK



WHERE OUR ALUMNI HAVE WORKED

 OliverWyman

McKinsey
& Company



BAIN & COMPANY

Jefferies

BCG


EY Parthenon
Building a better working world

BlackRock®

Goldman
Sachs


A&M
ALVAREZ & MARSAL



 Jane Street



Point 72


RBC®

Capital
Markets

amazon


APL


G