

2022

2023

ANNUAL REPORT

Collegiate Consulting Group



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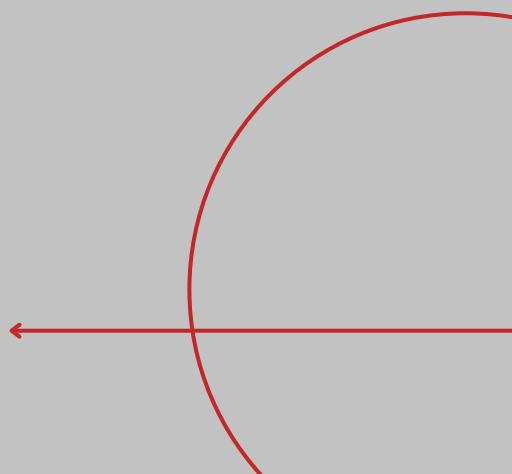
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INTRODUCTION

Educating Through Action

Brown University's Collegiate Consulting Group fulfills its mission to inspire, train, and educate students about the field of consulting through our external consulting projects, consulting workshops and forums, and through our Spring consulting conference. 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 each of 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.



collegiateconsultinggroup@brown.edu
<https://www.brownccg.com/>

SERVICES



Market Research

CCG consultants conduct market research through publicly accessible data as well as custom 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 many different concentrations are able to provide insightful and creative solutions.



Adaptive Strategies

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



Industry Experience

Working alongside real clients, CCG consultants are responsible for conducting research, meeting with clients, 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 prep sessions for members.

CLIENT ENGAGEMENTS

Fall 2022 - Spring 2023

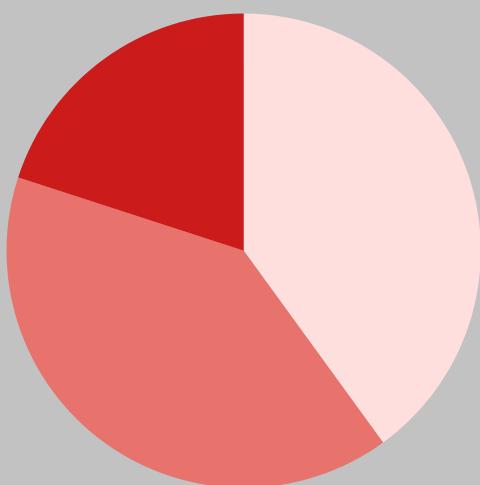


PROJECTS AT A GLANCE

1-2 PROJECT LEADS.

4-6 CONSULTANTS.

10 WEEKS.



INDUSTRIES

**40% EDUCATION/CAREER READINESS
40% ENVIRONMENTAL
20% HEALTH**

FALL 2022

Disclaimer: we respect the privacy of our clients, and so
we request that this document is not redistributed to the
general public

BIOTECH CO.

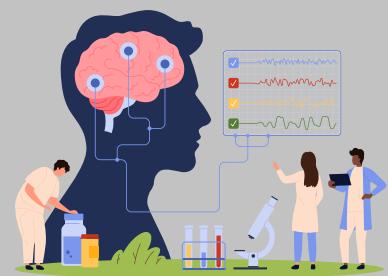
BioTech Co. specializes in brain health technology and EEG devices for early detection of cognitive decline and neurological disorders, and their goal was to enter the tele-health space.

Process:

- Identify potential tele-health providers for BioTech Co's brain health platform.
- Conduct market research to integrate BioTech Co's offerings into the healthcare sector.
- Evaluate pharmacies, hospitals, and telemedicine providers.
- Create survey of the tele-health landscape and create profiles for telemedicine services.
- Conduct stakeholder interviews.

Recommendations:

- We recommended a list of 10 telemedicine providers and ranked them based on alignment with BioTech Co's vision.



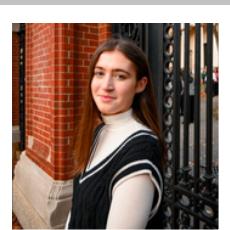
Karan,
Project lead



Jasper,
Project Lead



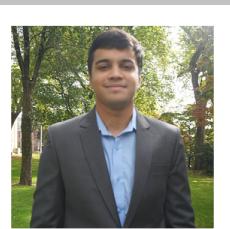
Ashley



Katie



Vincent



Krish



WELLNESS CO.

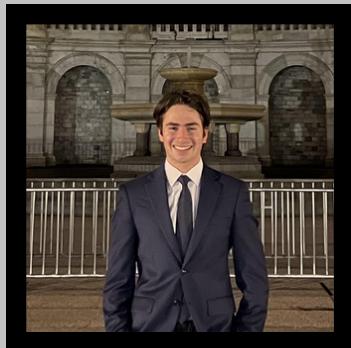
Wellness Co. offers high-quality, organic, and sustainably sourced plant-based wellness products

Process:

- Identify characteristics and niches for potential customers, using this to develop customer categories.
- Conduct research for each potential customer group to test hypotheses and map out their purchasing behavior.
- Survey and interview past Wellness Co. customers to understand their interests and consumer persona.
- Deliver prioritized customer segments to target and value propositions on marketing and customer acquisition strategies for each.

Recommendations:

- We recommended Wellness Co. to pursue the customer segments of women, recent college graduates, outdoorsy people and people who practice yoga and meditation.
- We did not recommend that Wellness Co. pursue the broad category of ages 20-30 and aging immigrant parents.



Ben,
Project lead



Haadi

PengCheng



Sujith

Katrina





SPRING 2023



CONSULTING CO.

Consulting Co. is a consultancy firm specializing in strategic communications, crisis management, and public affairs.

Process:

- Deep dive into different follow-up methods other consulting companies utilize after working with clients
 - Conducted secondary research and interviews with industry experts on the different implementations of such follow-up methods
- Research of different follow-up methods:
 - Engagement Managers/Development Plans
 - CRM Software
 - Learning and Behavior Change Apps
- Change Management Software
 - Virtual Reality
 - AI in Consulting
 - Net Promoter Scores

Recommendations:

- We recommend that Consulting Co. leverage AI to enable data analytics
- Offer a unique change management software to its clients to monitor long-term change following the initial engagement.
- Consider using CRM technology to complement their follow-up process.
- Consider using VR and AR to enhance leadership skill retention.



Jasper,
Project lead



Haadi



Ashley



Tanay



Noah



Noemi



Ciaran

CAREER PREP CO.

Career Prep Co. is an EdTech Company based in India, seeking to address the work-readiness crisis by bridging the gap between college curricula and organizations' actual needs

Process:

- Understand target market in USA and update marketing materials for US market
 - Conducted interviews with stakeholders at high schools and universities of different demographics
 - Provided suggestions for improving social media presence and marketing strategies
 - Reviewed key competitors in the US and performed SWOT analysis
 - Suggested US-focused orientation of marketing material content and visual appeal
 - Suggested design and branding guidelines for helping create brand identity

Recommendations:

- CCG recommended Career Prep Co. target public schools and colleges, primarily pre-professional clubs and majors
 - Focus on public high schools with programs allowing students to participate in internships for credit
 - Market HBS case studies as being accessible to public school students
- Key informant interviews
- SWOT analysis



Karan,
Project lead



Katrina



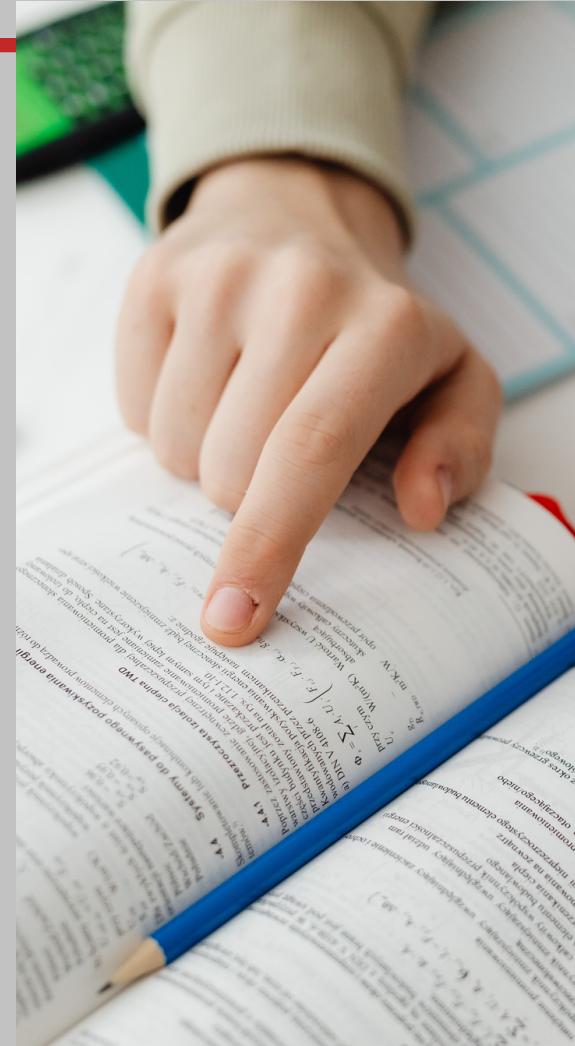
PengCheng



Sujith



Kelly



MUSIC ED CO.

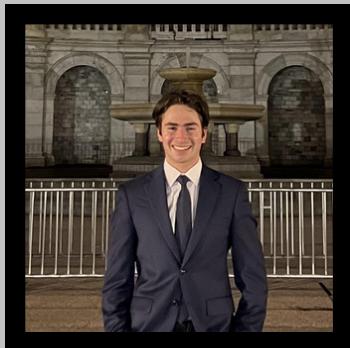
Music Ed Co. is an online platform that offers interactive music lessons, combining video instruction with personalized feedback to enhance learning and engagement for students of all levels.

Process:

1. CCG initially looked into domestic, international and indirect competitors
2. For each competitor, looked closely at a variety of categories including target consumers, instruments offered and advertising tactics
3. Used the data to crystallize best practices
4. Assessed the viability and characteristics of a selection of consumer segments
5. Researched marketing methods most conducive to Music Ed Co. based on available comparable company data and targeted consumer segments

Recommendations:

- CCG recommended Music Ed Co. to target Millennials (23-35 years) and Children (7-14 years old) as their primary consumer segments.
- Millennials engage more with traditional media like SMS and Facebook, and respond more to peers over celebrities
- Children can be reached through their parents, who respond to word of mouth and social media circles
- The social media sites with most traction and engagement are YouTube, Instagram, and TikTok
- The optimal way to advertise on social media is by partnering with small-to-medium level influencers



Ben,
Project lead



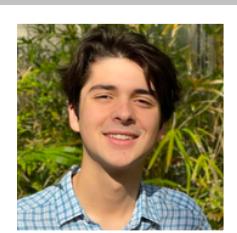
Jasmine



John



Harshil



Vincent



Cole



DEI STATEMENT AND REPORT

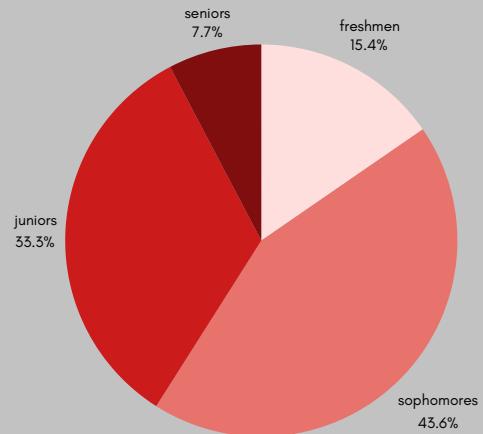


DEI VISION STATEMENT

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 are 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.



CCG BY THE NUMBERS



15.4% FRESHMEN
43.6% SOPHOMORES
33.3% JUNIORS
7.7% SENIORS

103 APPLICANTS →

25 INTERVIEWED →

11 ADMITTED INTO CCG

10.57% ACCEPTANCE RATE

ALUMNI NETWORK



WHERE OUR ALUMNI HAVE WORKED

McKinsey
& Company



BAIN & COMPANY

Goldman
Sachs

Jane Street

Point 72

amazon

BCG

EY Parthenon
Building a better working world

BlackRock®



Capital
Markets

