yucg

Fall 2025 Application Form
Due Saturday, September 6th at 11:59 PM EST

We strongly encourage all interested individuals to apply, regardless of background or experience. **The *vast* majority of our members joined with no prior consulting or even "business" experience!** Research shows that individuals identifying with underrepresented groups often experience imposter syndrome and may doubt the strength of their candidacy. We urge you not to self-select out prematurely and to submit an application if this work sounds exciting to you!

Given the real-world impact of our consulting services, we believe representation is essential. We are committed to building a team that reflects diverse perspectives, fostering robust project discussions and delivering comprehensive solutions.

When completing this application, we encourage you to draw on examples from any area of your life—whether academic, extracurricular, work-related, or personal. We value your unique experiences and believe they contribute to the richness of our community and the quality of our work.

Instructions:

To submit your application, upload PDF versions of your resume and responses to the following questions to this form. For assistance or clarifications, feel free to consult the YUCG Application Guide, view past sample case responses, visit our website, attend the Application Drop-In Office Hours, or reach out to our Recruitment Directors Taee Chi, Misha Ghafouri, Zihan Yang or our Board. We look forward to reading your application!

I. Short Answers

a. Why are you interested in joining YUCG, and how have your past experiences shaped your interest in consulting or your potential ability to contribute to our organization? *Please give specific examples; these do not have to be business-related.* (250 words max)

b. In YUCG, members are encouraged to follow their developing intellectual interests in choosing consulting projects to work on. Tell us about your perspective/engagement with a topic or idea that excites you. Why are you drawn to it? *This does not have to be business-related.* (150 words max)

c. Please list all extracurricular and professional activities you are involved in and applying for. *Include time commitment and level of involvement.* (Bullet points will suffice)

d. Tell us a fun fact about yourself! E.g. A casual coffee chat between two YUCG members ended up with the duo going skydiving together! (1 sentence)

e. **Optional:** YUCG seeks to embody the wide range of experiences of students at Yale; we encourage open dialogue, believing that through sharing and understanding, we foster an inclusive, accepting, and stronger community. Your narrative is important to us. If you'd like to share a perspective you bring or experiences you've had to help us understand you better — whether they be related to your family or cultural background, your sexual orientation or gender identity, your status as a first-generation/low-income student, or other important aspects of your identity — we welcome you to do so here. Again, this prompt is truly optional — it will not negatively impact your application if you do not choose to answer. (150 words max)

II. Case — Netflix in the 2030s

Over the last two decades, Netflix has transformed from a DVD-by-mail rental service into the world's most widely used video streaming platform. As the company continues to expand beyond scripted TV and movies into gaming, live events, and global reality shows, it now faces mounting strategic uncertainties around its identity, rising costs, and intensifying competition. In response, co-CEOs Ted Sarandos and Greg Peters have enlisted YUCG to develop a long-term strategy that positions the company for success in the next decade.

A fellow YUCG analyst has conducted preliminary research, revealing critical obstacles. Netflix's aggressive expansion into multiple content formats, including sports, reality, and gaming, has left its future positioning unclear. Netflix's content spending, including both production and licensing costs, exceeds $18 billion annually, and recent investments into new segments have yet to prove that they can drive long-term profitability. Furthermore, subscribers are increasingly spread across different competing platforms (e.g., Disney+, HBO Max, Prime Video), affecting price sensitivities.

As an analyst for YUCG, develop a strategic vision for Netflix over the next decade. Your proposal must 1) define Netflix's long-term identity in the entertainment landscape, and 2) recommend 2–3 specific initiatives Netflix should prioritize.

The questions below can serve as a starting point for ideas as you begin your research, though they are not exhaustive, nor must you answer all or any of them to address the prompt. Please

be sure to keep your strategic vision focused and concise – we value the depth of your response over the breadth of the ideas you cover.

- Content Strategy: Which content areas should Netflix prioritize (e.g., sports, reality, live events, gaming, global programming)? Which should it cut back? How do these choices sharpen its identity and bolster growth?
- Consumer Experience: How should Netflix evolve its user experience to stand out among competitors? Consider levers such as pricing/tier models, AI-powered personalization, interactive formats, or discovery tools that keep viewers engaged.

To help guide your research process:
Start by evaluating and expanding upon the preliminary research presented to you by your fellow analyst. We encourage all analysts in YUCG to think critically, even when you are reading a report from a group member. Examine past initiatives/ campaigns to uncover relevant successes and failures, areas for improvement, and untapped opportunities. Pay close attention to the strategies of competitors. Ensure your recommendations are structured into actionable categories that provide sustainable value over time. Strategic plans that build on existing initiatives, introduce innovative solutions, and offer constructive feedback will be especially valued. We encourage you to make research-supported assumptions when necessary to strengthen your proposal. Please cite your sources.

(800 words max.)