



UNIVERSITY OF BIRMINGHAM
—— JUNIOR SOLUTIONS ——

COMPANY OVERVIEW

Our vision, services
and operations

Prepared by :
Board of Directors

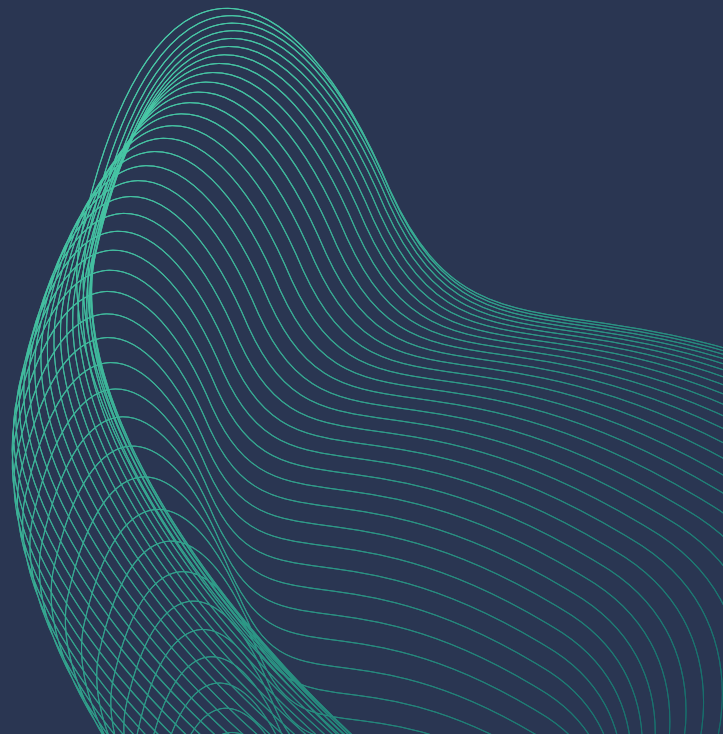
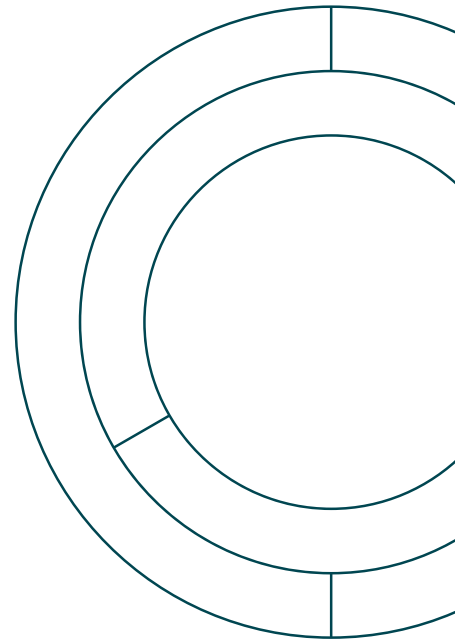


TABLE OF CONTENTS

• INTRODUCTION	1
◦ COMPANY	
◦ OBJECTIVES	
• JUNIOR ENTERPRISE NETWORK	3
• PRESENTATION OF THE TEAM	4,5,6
• OUR VISION	7
• APPROACH	8
• SERVICES	9
◦ DIGITAL	
◦ DATA	
◦ STRATEGY	
• STRUCTURE	12
◦ ORGANIGRAM	
◦ HIRING PROCESS	
◦ WORKFLOW	
• CONTACT US	15

STUDENT-RUN CONSULTING GROUP

WE ARE PART OF THE
EUROPEAN CONFEDERATION
OF JUNIOR ENTERPRISES.



A Junior Enterprise is defined as a **non-profit organisation**, formed and managed exclusively by university students, which provides **services for companies, institutions and individuals**. Junior Enterprises are similar to real companies, with the main goal of **enhancing the learning of their members** through practical experiences.

"BRIDGING THE GAP BETWEEN UNIVERSITY AND INDUSTRY."

HALF OF UNIVERSITY STUDENTS FEEL
UNPREPARED FOR EMPLOYMENT.

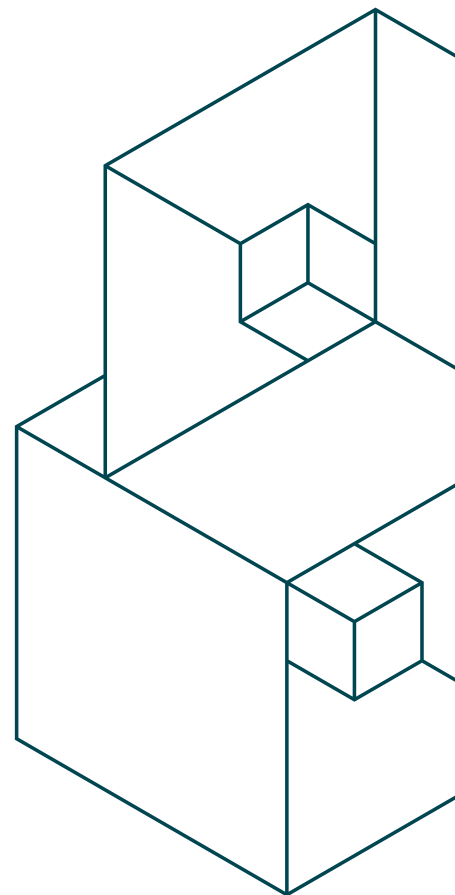
Work experience requirements are the **biggest barriers** for employment seeking **students**. Our goal is to **empower students** with **hard and soft skills** that will help them in their **professional careers**.

INVESTING IN TOMORROW'S LEADERS.

By getting **direct access** to the University of Birmingham's most **talented students**, companies have the chance of **identifying potential new hires** in the most efficient way possible: **by working with them**.

RELIABLE TECH SOLUTIONS

Our primary focus is to **deliver reliable and performant products and services** to **all of our clients**. Consultants are recruited based on their **skills** and are trained to be **up to standards** with the **help of professors and industry experts**.



THE JUNIOR ENTERPRISE NETWORK



16 COUNTRIES



370 JUNIOR ENTERPRISES



33 000 STUDENT CONSULTANTS



5 100 PROJECTS PER YEAR



STARTED IN 1967

SUPERVISED DEVELOPMENT

Our Junior Enterprise follows the **Maturity Model**, and its development is regularly supervised and assessed by **King's Junior Consulting** from King's College London.

ACCESS TO THE NETWORK

By being part of the **Junior Enterprise Network**, we have access to all **Junior Enterprises in Europe**. We have multiple sources of **mentoring** and guidance in order to find projects.

BOARD MEMBERS

OUR TRUSTEES / HEADS OF DEPARTMENTS



Hugo HAZARD

Co-founder, President

BSc Computer Science

Previously: Data Science Intern at BNP Paribas

Sami RIBARDIERE

Co-founder, Head of Technology

BSc Computer Science and AI

Previously: Business Analyst Intern at 4D



Bogdan AGRICI

Co-founder, Head of Business Development

MSci Theoretical Physics

Previously: Credit Risk Intern at 4most

BOARD MEMBERS

OUR TRUSTEES / HEADS OF DEPARTMENTS

Amy TIERNEY

Co-founder, Head of Internal Operations

MSci Mathematics

Previously : President at UoB Investment Soc



Kosta LOVATO

Co-founder, Head of Legal and Compliance

LLB Law with French Law

Previously: Legal Intern at Child&Child; Weil,
Gotshal & Manges

Anna MASON

Head of Marketing

MSci Mathematics

Previously: Social Media Management for
Education and Venture Capital companies



BOARD MEMBERS

OUR TRUSTEES / HEADS OF DEPARTMENTS



Shaun PHILIP

Head of Finance

BSc Economics & Politics w/ Computer Science

Previously: Audit Intern at UK National Audit Office

AND OUR CONSULTANTS:

Our goal is to gather the **most ambitious** and **talented students** of the University of Birmingham and to help them strengthen their soft and hard skills through our projects.

Our consultants are usually studying **technical subjects** and have **work experience** in various fields such as:

- Software Engineering
- Data Analysis
- Marketing
- Consulting
- Finance & Banking
- Engineering

VISION

WHAT WE ARE TRYING TO ACHIEVE

BUSINESSES

Helping businesses with their **digital transition**: from enhancing their **online presence** with **website creations**, to building **custom software** for **operations automation** purposes.

Unlocking their **full potential** with the power of **business strategy** driven **data analytics**. We use our technical skills to draw **meaningful insights** on performances, operations and client behaviour.

Giving businesses a platform to **invest in tomorrow's leaders** and to gain **visibility** in order to attract the **best talent** possible.

STUDENTS

Gaining meaningful **experiences** and developing **high value skills** by working on **company projects** allowing students to become **more employable**.

Enhancing **commercial awareness** and providing **networking opportunities** by offering **access to professionals** in various industries and positions.

Being part of a group of **motivated students** constantly **collaborating** who are looking for opportunities to **display their abilities** and gain **insights on possible future careers**.

UNIVERSITY

Bringing a **new campus dynamic** for students by helping them gain **meaningful experiences** and developing **high value skills** by working on **company projects** in order for them to become **more employable**.

Increasing **business interest** in the University and its competent students by providing an **additional form of professional training**.

Attracting more **brilliant and motivated individuals** to study at the University of Birmingham by increasing its **employability rate**.

APPROACH

HOW WE HELP BUSINESSES DEVELOP

DIGITAL

Businesses can take advantage of the various **digital tools** and **technologies** available on the market to **increase their efficiency** and **develop new customer bases**.

By developing **online presence**, custom **internal operation software** and **digital platforms** for audiences, we can help businesses allocate **more time** and resources towards delivering the **best products and services** to their customers.

DATA

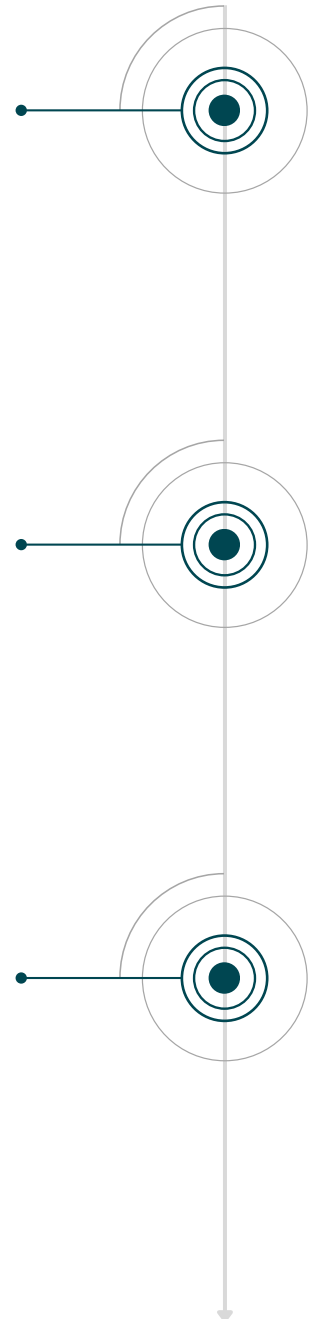
Once all digital tools and platforms are set up, we can then utilise the **power of data analytics** to further **increase efficiency** and **profitability**.

Businesses can gather **information** on their **operations**, **customer behaviour** and draw meaningful **insights** that can be used to develop **new strategies**.

STRATEGY

By developing a **performant digital infrastructure** and **harnessing the data** it produces, we can then use the results to better understand business operations, customer behaviour and **identify new market opportunities**.

Our **vision** is that by following this 3 step approach, businesses can **unlock their full potential** and become **more competitive** by accessing the most **up to date tools** and the knowledge of **how to best utilise** them.



DIGITAL

BUILDING DIGITAL AND ONLINE INFRASTRUCTURES

SOFTWARE ENGINEERING

- **COMPLETE SOFTWARE BUILD:** All in one package with **Custom Interface Design** and **MVP / Prototype** delivery to create **accessible desktop tools** for employees, clients, etc.
 - **BUSINESS AUTOMATIZATION:** Saving company resources by identifying **redundancies** in operations and developing **automatized** algorithmic processes.
 - **MOBILE APP DEVELOPMENT:** Building **accessible mobile applications** with features non-accessible on browsers (Camera, Notifications, etc.)
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WEB DEVELOPMENT

- **STATIC WEBSITE DEVELOPMENT:** Increasing **online presence** with **multi paged, responsive websites** developed with **CMS frameworks** (Wordpress, Shopify, etc.) or **custom code**.
- **WEB APPLICATIONS:** Developing **web platforms** with **customised features**, available online and **across devices** using Django, React and Flutter.
- **REST API BUILD:** Designing and building **accessible APIs** following main features of a **Web APP** allowing developers to **build full stack applications** around a platform.



DATA

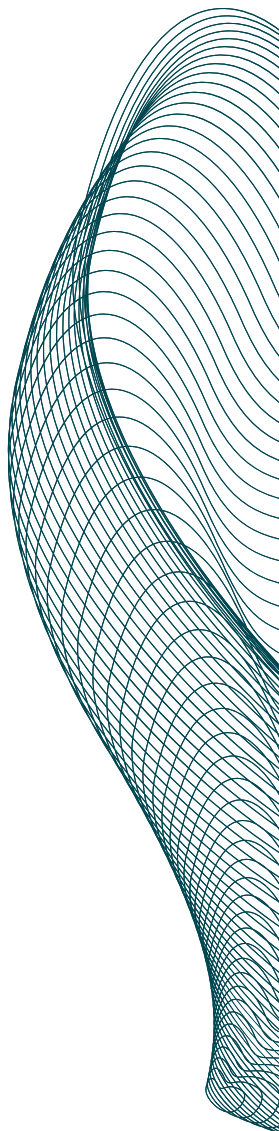
HARNESSING THE POWER OF DIGITAL INFRASTRUCTURES

DATA ENGINEERING

- **DATA MODEL DESIGN:** Designing the **infrastructure** and **model** that would be needed for a business that is trying to use **data for analysis** and **strategy**.
 - **DATA AUDIT & CLEANING:** Updating **old databases** in a more understandable way or for easier future handling. Cleaning **raw data** fresh from the source in order for it to be **ready for analysis**.
 - **DATABASE MIGRATION:** Helping businesses **migrate** their **databases** between **different structures**, from Excel to SQL, etc.
 - **DATA ENGINE CREATION:** Building **platforms** that connect **multiple data sources** and **databases** in order to create a **data pipeline** for handling and analysis.
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DATA ANALYSIS

- **BUSINESS DATA ANALYTICS:** Analysing databases in order to gather **insights** on business performance, customer behaviour, operation efficiency, etc.
- **WEBSITE DATA EVALUATION:** Gathering **information** on **user interaction** with websites and **traffic metrics** by using data from **integrated plug-ins**.
- **ENERGY DATA ANALYTICS:** Helping businesses **save costs** on energy by analysing their **consumption** and identifying **sources of inefficient energy usage**.



STRATEGY

INCREASING BUSINESS POTENTIAL

TECHNICAL AUDIT

- **AUDIT:** Analysing business operations to **identify potential improvements** achievable with **digital infrastructures** (Websites, Software, etc) and current digital infrastructure for any **updates** required, to ensure up-to date operations.
 - **BENCHMARKING:** Performing market research to **compare business** operations with the **competition**.
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STRATEGY

- **MARKET RESEARCH:** Analysing markets prior to product development. Identifying **key competitors** and current market trends.
- **AUTOMATED MARKETING CAMPAIGN:** Developing a **fleet of automated processes** (email, SMS, posts) after constructing **effective marketing strategies** based on **data analysis** and **trend identification**.
- **TRANSLATION:** Taking advantage of the University of Birmingham network of **international students** in order to **translate documents, website pages** and more in more than **+10 different languages**.

STRUCTURE

ORGANIGRAM



Our structure is split into **Internal** and **Project Management** roles. While the **President** and **Board Members** take care of **day to day operations**, **expansion** and **big picture strategy** regarding the group, **Project Managers** and **Consultants** are in charge of **completing company projects**.

The **President** and the **Head of Business Development** are the main **intermediaries** between the **Junior Enterprise** and **Clients** acting as **Client Partners** but this duty can be extended to other designated **Board Members** and **Project Managers** when appropriate.

STRUCTURE

HIRING PROCESS

ROLLING APPLICATIONS

Hiring more consultants will be primarily determined by the **number of on-going and awaiting projects we have**. If the workload is too heavy for our team, new consultants will be added accordingly. Our goal is to **help students** get more experience **without restraining their ability to focus on their academic duties**.

SELECTION PROCESS

Every student will be welcome to apply for one of our positions and will be put through a **selection process** before officially becoming a Consultant. Our **duty** is to **provide quality services** and to be **professional**, thus we require **serious individuals** who are aware of our responsibilities.

1. **Candidates** will be **interviewed** by the Head of HR, the President and selected team members where their **abilities will be assessed**.
2. If they are successful, we will **assign** them a determined number of **lower importance projects for training purposes**. We are working on setting up a steady stream of these projects by developing profiles on Gig Websites such as Fiverr.

RENEWING THE BOARD OF TRUSTEES

Each year, the **President** and the **Board** will be **renewed** by **election**. Every member of the Junior Enterprise will have the opportunity to **candidate for the available positions** and take responsibility in the following academic year.

Since one of our **goals** is to build a **strong connection between each team member** and an **atmosphere of cooperation**, past Presidents and Board Members will **remain in contact** with the new generations in order to provide **assistance and guidance**.

STRUCTURE

WORKFLOW

1. SOURCING

- Contacting businesses and organisations in person or online.
- Participating in Requests for Proposals.
- Working with Companies and Societies within the University of Birmingham Campus.

2. PROJECT DEFINITION

- Determining everything that needs to be accomplished.
- Building the team of consultants working on the project.
- Writing the Contract containing all technical specifications, costs and information about what will be done.

3. BUILDING

- Developing the project following client needs and directions.
- Constant supervision by Project Managers, Professors and Advisors.
- Using up to standards tools and techniques to develop the deliverable.

4. DELIVERY

- Project deliverables will be developed in order to ensure a smooth integration in company operations and current infrastructures.
- Providing documentation and additional resources to empower clients with technical knowledge.

5. MONITORING / FOLLOW-UP

- Keeping in touch with clients about recently delivered projects to determine if any updates need to be made.
- Determining if there are further cooperation opportunities.

CONTACT US

LET'S WORK TOGETHER

IF YOU WANT TO DEVELOP YOUR DIGITAL
INFRASTRUCTURES AND USE DATA ANALYTICS
TO DEVELOP NEW STRATEGIES,

REACH OUT TO US:

WEBSITE:

- [HTTPS://UOBJUNIORSOLUTIONS.COM/](https://uobjuniorsolutions.com/)

SOCIAL MEDIA:

- INSTAGRAM : [@UOBJUNIORSOLUTIONS](#)
- LINKEDIN : [UNIVERSITY OF BIRMINGHAM JUNIOR SOLUTION](#)

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