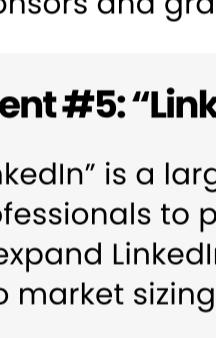


# Avenues Consulting Group

## Client Packet

✉ uscavenues ✉ uscavenues@gmail.com



**avenues consulting  
is the first project-based  
consulting club @ the  
university of southern  
california**

Avenues Consulting Group provides the first project-based approach to student-consulting organizations at USC. This is done through the variations in roles related to both hard and soft skills. Instead of providing a typical consultant to project lead roles, Avenues provides various industry-related consulting opportunities. Members are allowed to change their positions fluidly to explore which roles work best for their professional interests.

Student Consultant Roles:

- 1) Design Consultant
- 2) Technology Consultant
- 3) Strategy Consultant

Each client team will consist of a different number of each of these consultant archetypes depending on the needs of the client and the project.

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### ROLES

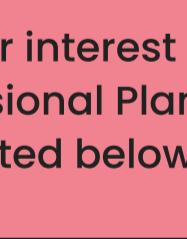


**Technology Consultant**  
Engineer projects and products for clients through various technological software and programming languages.

Analyze clients' current technology practices and look for alternatives ways to implement more efficient or cost effective methods.



**Design Consultant**  
Research different design mockups and prototypes to target specific customer segments. Design and create prototypes for UI/UX website development, social media assets, and overall branding guidelines.



**Strategy Consultant**  
Provide various decisions and solutions to clients' project proposals. Conduct market research on trends, patterns and general consumer data affiliated with each project. Troubleshoot current existing problems while strategizing potential solutions.

This Spring semester, Avenues has 11 projects that focus on different industries. More specifically, the clientele focuses on industries and sectors related to education, technology, startups, e-commerce, and beauty to name a few.

Previous + Current Clients:

## Client Overview

**Projects**  
Provide strategy, procedural, organizational, or technological projects for students

Connection Mentor Client Partner

✓ ✓ ✓ ✓

**Mentorship**  
Create meaningful connections to members and provide professional insight

✓ ✓

✓ ✓

**Hosting Panels**  
Showcase your company and expertise at our meetings as a panelist

✓ ✓

✓ ✓

**Recruitment Opportunities**  
Receive access to member data, resumes, and host recruitment events with our organization

✓ ✓

✓ ✓

**Sponsorship**  
Brand content will be shared on all social media, logo rights, and merchandise

✓

## Summary

At Avenues Consulting Group, we are committed to providing a tailored experience that maximizes your benefits. We invite you to share your specific needs and goals with us so that we can customize our services accordingly. Simply reach out to us at [uscavenues@gmail.com](mailto:uscavenues@gmail.com), and our dedicated team will respond within 24 hours to initiate the conversation.

in-kind donations are welcome :)



uscavenues



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