

STERN SOLUTIONS

Change is the only constant in today's evolving business landscape. Companies are facing a variety of challenges as they strive to find growth and stay competitive.

From exploring new product opportunities to analyzing untapped customer segments, Stern Solutions is here to help.

Stern Solutions brings students and faculty together to tackle your most pressing business challenges. We leverage the intellectual horsepower of NYU Stern to help you stay competitive and reach your organizational goals.



WHAT YOU GET



Talent

- Team of 3-5 Stern students with several years of work experience and skills from rigorous Stern classes
- Premier Stern faculty and practitioner



Insights

- Custom solutions for a business problem or opportunity you've identify
- Perspective on macro trends & opportunities
- Extensive research and analysis
- A network of leading professionals and academics



Opportunity

- Build your brand on campus
- Develop existing talent by providing supervisory opportunities
- Educate the next generation of business leaders while building your own pipeline for talent



WHAT YOU GIVE

Time

- Kick-off meeting; provide project background material
- Weekly status updates (can be a mix of conference calls and in-person meetings)
- Final student presentations and feedback



Access

- Need-to-know data (NDA protected)
- Key internal and external contacts



Commitment

- Active, willing engagement with students/professors (#1 indicator of project success)
- Assign project supervisor from the business who can devote weekly time to the team



Financial Support

- Flights, hotels, and project related costs
- Specific amounts and details to be discussed and arranged with NYU Stern



"One of the most delightful aspects for me in participating in the brand lab was the quality of the work. The usefulness of the ideas that the students presented ...they were very thoughtful, very deep and pragmatic."

**- Lynn Feinson
EVP, Mastercard**

PARTNERS INCLUDE CORPORATIONS, SMEs AND NONPROFITS

ABC News

City Harvest

DASHED

Diane von Furstenberg

Eileen Fischer

HBO

Hello Alfred

Hudson Bay Company

Jet Blue

Juara Skincare

LVMH

Marcus Samuelsson Group

Mastercard

Minibar

Moet Hennessy USA

National Basketball Association

SanDisk

Shapeways

Time Inc.

UNICEF

Union Square Hospitality Group

United Nations

Verizon Wireless

West Elm

TAKE ACTION

Next Steps

- Identify a discrete business challenge—what is the key question?
- Contact the Experiential Learning administrative team

We will consider projects with any company or organization; however, we find that the best fit is an organization large enough to have a complex business problem.

Contact Us

If you have a Stern Solutions project idea to discuss or want to learn more about how to become a corporate partner, please contact:

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Global Consulting Projects

About:

Global consulting projects offer project-based learning opportunities with an international component toward the goal of a) providing qualified MBA students with a rewarding consulting experience and b) providing clients with valuable, pro bono strategic consulting advice.

Students complete a comprehensive application process to be a part of this school sponsored program. Admitted students work in a team under the close supervision of a leading international strategy faculty member.

PROJECT TIMELINE

September-December

- Company selection
- Student application process
- Immersion week planning

January

- 1 Week immersion in host country
- Project scoping
- Data collection

February-March

- Bi-weekly meetings with clients
- Bench-marking and market research
- Data collection
- Mid-point presentations

April-May

- Refine hypothesis and recommendations
- Implementation plan
- Final presentation

PROJECTS EXAMPLES



- US market entry
- Business plans
- Digital marketing & brand strategy
- Growth strategy
- Market research and feasibility studies
- Financial plans