Announcement:

THE PROGRAM:

WHAT?: the VOLUNTEER CONSULTING GROUP (VCG) is organized by the Consulting Club at MIT (CCM) to give graduate students valuable experience and introduce them to consulting work. You will do a project in a small team with one of three local companies on a real business problem they have. Representatives from these companies will be available to the VCG team as needed. See below for descriptions of this year's summer projects.

WHEN?: the program will run for 6 weeks starting June 27, 2013. After a first week of preparation (consulting/mini-MBA workshop and meeting with CEO of the company), you will need to commit approximately 10 hours per week for the following 5-week period of time, including two weekly meetings, one with the team and one with the host company.

FOR WHO?: any graduate student or postdoc at MIT who is interested in consulting, working with start-up companies or simply looking for a different, interesting experience during the Summer.

HOW TO APPLY:

Apply to: ccmvcg@gmail.com

By June 12, 2014 please send us a 200-word statement of purpose explaining how you would benefit from the VCG. Also rank your preference for project #1, #2 and #3 (below). In the mean time you can address eventual questions to the CCM managers responsible for each project (list below).

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THIS YEAR'S PROJECTS: more details will be available upon successful application.

1. SAGELY HEALTH: Growth Strategy
Sagely has developed an online platform, for cancer patients to optimize their journey through knowledge and guidance. They want to use this platform further to match patients with appropriate clinical trials in hospitals. This VCG project involves research on patient advocacy groups and medical centres (not targeted currently), on the competitive landscape, pricing, barriers to making cancer centres the main revenue channel, and develop strategies to overcome the barriers.

2. ALDATU BIOSCIENCES: New Technology
Aldatu uses a rapid and affordable genotyping technology to improve drug resistance diagnostics for HIV. This start-up company would like to apply their genotyping technology platform to the development of several different products to be sold in different markets. What development and roll-out timeline makes the most sense for the proposed products? The project will involve market research on disease areas in which the technology can be used, identifying barriers to entry for different regions and developing short and long term strategies.

3. EDUVATE: Industry Analysis
Eduvate is developing a virtual platform to help educational technology companies and K-12 teachers work together and create solutions to frequent classroom problems affecting minority groups in the US. This community-based website will also provide in-person conferences and professional development workshops to realize powerful educational gains for students. This VCG project will involve market analysis in the educational tech sector and prioritizing needs of stakeholders. Strategies will be developed to optimize the value proposition and incentives from users and investors.
Additional questions can be addressed to the team organizer of each project:

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**FAQ’s:**

**I have no consulting experience, can I still participate?**  
- Yes, of course, your experience (or lack thereof!) doesn’t matter at all, this is a learning experience. You will be coached by professional consultants in how to approach the case and you will be mentored throughout the 6-week project by a team organizer with more experience.

**I am not a MIT student, can I apply?**  
- We will give preference to MIT graduate students and postdocs but members of affiliated institutions such as Harvard are welcome to send in their applications, especially if you have been active with the CCM before.

**What is the time commitment for these projects?**  
- This is a volunteer assignment, so up to you! But typically around 10 hours per week is sufficient to produce a high quality project that you can be proud of. You will be required to attend a minimum of one brainstorming meeting with your team per week, and one 1-hr meeting with the host company (meeting times to be decided together).

**I will be away for some of the period of 6 weeks, starting on Jun 27. Does that matter?**  
- Preferably you will be in Cambridge for the duration of the project, but if you will be away for a couple of days, absolutely still apply. Please indicate the dates you expect to be away.

**What is the final deliverable?**  
- In the final company meeting you will present your recommendation on the company’s strategy to the management of the company and the executive committee of the CCM. In addition we will organize a separate presentation meeting with everyone participating in the VCG, including the other teams so you can see how they got on as well!