ESMT CONSULTING PROJECTS
Each fall, ESMT full-time MBA students are required to complement classroom studies with a consulting project for a client. Students in small teams of 4 to 5 people carry out projects. Coached by ESMT Professors and other professionals, students apply lessons learned from their MBA studies and knowledge gained from prior work experience to a meaningful and relevant assignment. Projects are sponsored by companies, and jointly designed by sponsors and ESMT faculty and/or students to be relevant for both the client organization and the students.

The projects take place in October – November. All teams are finalized by the end of August. Deadline for submission of projects is 1 July. ESMT provides on-campus workspace for the teams, but students can also work on the client’s premises.

ESMT follows two initiatives:
1. ESMT Career Services reaches out to the corporate network to
   Objective professional advice
   Fresh international minds

2. Students form teams upfront, and design a project directly with
   and define goals with the client.
   a project organization. ESMT verifies final confirmation with the
   inclusion of a non-disclosure agreement to be signed by students
   and faculty.

In consultation with ESMT, the project team submits an agreement to the company prior to the project start. It describes the principles, purpose and scope of the project and also names the faculty supervisor, and establishes the timing of the project. It also includes a non-disclosure agreement to be signed by students and faculty.

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WHAT?

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COSTS INVOLVED?

A project costs EUR 10,000 (excluding potential travel and accommodation arrangements). ESMT offers special rates for startups, and is free of charge for non-profit organizations with a social impact and NGOs.

AGREEMENT AND NDA?

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WHEN?

The project lasts 6 to 7 weeks, and a kick off meeting is held before the project starts. At the kick off meeting, students plan the project and define goals with the client.

WHO SHOULD I CONTACT?

Marcel Kalis
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WHAT?

· Develop an M&A plan, including market analysis and integration, for autonomous driving startups

· Identify and outline the technological impact of Virtual Personal Assistants (VPAs) focusing on integrating this technology to future business models for the airline industry

· Viability of investment in an early phase 3D printing technology start-up by a leading global company to enhance business channels and help in the development of future technology

· Conduct a strategic evaluation for a small to medium sized company to determine how they can best digitalize their operations to facilitate international expansion and new product / brand development

· Evaluate and develop an implementation plan to optimize an international tech company’s role in the development of the sustainable Smart City concept in Berlin

· Develop both strategic and operational plans to aid the international expansion strategy of a startup, specializing in international trade

· Design cost-effective and scalable mechanisms for integrating African smallholder farmers

· Determine an implementation strategy for a global company to enhance existing and to create new business channels and products for robotics and cloud-based technologies. There is a special focus on using industry 4.0 and artificial intelligence technology

· Develop an alternative business model, focusing on diversifying the product portfolio and achieving financial stability, for an international NGO

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RECENT TOPICS SUCCESSFULLY COVERED:

CRITICALITY:

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A SELECTION OF FORMER SPONSORS:

CORPORATES
· Allianz
· BASF
· Bayor
· Comng
· E.ON
· HERE Technologies
· Lufthansa
· Mercedes Benz AMG
· Microsoft
· Siemens
· Uniper
· Wayfair
· Zeiss

STARTUPS
· Amorelie
· BetterTaxi
· CareerFoundry
· Flacchi
· HelloFresh
· Lumenaza
· May & Co.
· Uberchord
· WindNode

NGO / SOCIAL IMPACT
· Children for Tomorrow
· Gesellschaft für Internationale Zusammenarbeit
· Médecins Sans Frontières
· streetfootballworld
· Transparency International
· World Business Council for Sustainable Development
· World Economic Forum
· World Wide Fund for Nature

"It has been a pleasure to collaborate with such a team of smart, passionate, dynamic, professional, and dedicated students. They have worked as a well-functioning team at the various stages of the process, with joined leadership, and clear and efficient division of roles and tasks.”

Marie Chêne, Knowledge & Policy Manager, Transparency International