



Insight Business Consulting Program for MBA Students

The Insight Business Consulting Program will pair **full-time MBA students** with start-up companies participating in Memorial University's programs such as Genesis Evo+ or Enterprise, Memorial Centre for Entrepreneurship, Centre for Social Enterprise, Navigate Entrepreneurship Centre, School of Graduate Studies' Entrepreneurial Training Program, or NL start-ups associated with the Ocean Startup Project. Under supervision, a full-time MBA student will consult for a start-up company and provide expertise in specific areas of the start-up process, e.g., market analysis, setting up accounting systems, financial projections, etc.

MBA students participating in the Insight Business Consulting Program will receive a **\$4,500 fellowship** for approximately 100 hours of consulting during the Spring semester.

The Insight Business Consulting Program is part of the project *Supporting the Local Innovation & Entrepreneurial Ecosystem*, generously supported by the Atlantic Canada Opportunities Agency (ACOA), the Government of Newfoundland and Labrador - The Department of Innovation, Energy, and Technology, and Mr. Mark Dobbin.

If you are interested in participating, please complete the following application form and email it to **Memorial's Research Innovation Office (RIO)** at rio@mun.ca. Deadline to apply is **Monday, May 18th, 2026 at 3 pm**. The successful applicants will be contacted by May 29th, 2026.

Insight Business Consulting Program for MBA Students Application Form

It is recommended that you open this form in Adobe or Adobe Reader

Submit to rio@mun.ca by **Monday, May 18th, 2026 at 3 pm**

Name:	
Student number:	
Email:	
Explain why you are interested in participating in this program (500-word limit):	
<p>IBC students are encouraged to work remotely and/or in person depending on the requirements of the company and the student. Please confirm all of the arrangements below that you are comfortable with. Note: these selections will help guide the committee in the matching process.</p>	
<p>1. Only in person work <input type="checkbox"/></p> <p>2. Only remote-based work <input type="checkbox"/></p> <p>3. Flexible – open to a mix of in person and remote-based work <input type="checkbox"/></p>	
<p>Please select from the options below, all of the areas that most interest you for consulting work. Note: these selections will help guide the committee in the matching process, but do not necessarily indicate the area you will work in if selected.</p>	
<p>1. Branding/marketing <input type="checkbox"/></p> <p>2. Finance <input type="checkbox"/></p> <p>3. Social Media <input type="checkbox"/></p> <p>4. Legal/regulatory <input type="checkbox"/></p>	<p>5. Strategy <input type="checkbox"/></p> <p>6. Market research <input type="checkbox"/></p> <p>7. Pricing models <input type="checkbox"/></p> <p>8. Other:</p>

At the end of the semester, students will be required to provide a final presentation summarizing their experience and formally concluding the program.

Please select this box to confirm you understand this program requirement, and that you will be required to complete this virtual presentation

How does your educational and work experience make you a competitive candidate for this program (500-word limit)

Will you be registered in the MBA program in the Spring semester?	Choose an item.
Start date of your MBA (month and year)	
Have you participated in this program before?	Choose an item.

Signature

Date

Submission Check List: 1. Complete Application Form AND 2. Up to date Resume