

## Insight Business Consulting Program for Start-Ups

The Insight Business Consulting Program matches MBA students with Newfoundland & Labrador start-up companies in Memorial University's programs such as Genesis, 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, to assist with projects.

Under faculty supervision, an MBA student or a team of two MBA students will consult for a start-up company for one semester (approximately 100 hours), and provide expertise in specific areas of the start-up process, e.g., market analysis, setting up accounting systems, financial projections, etc.

The consulting project will be defined between the MBA student and the company. The MBA student will provide a report at the end of the 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.

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If your start-up is interested in participating, please complete the following application form and email it to **Memorial's Research Innovation Office (RIO)** at [rio@mun.ca](mailto:rio@mun.ca). Deadline to apply is **Monday, May 18<sup>th</sup>, 2026 at 3 pm**. The successful applicants will be contacted by May 29<sup>th</sup>, 2026.

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# Insight Business Consulting Program for Start-Ups

## Application Form

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

Submit to [rio@mun.ca](mailto:rio@mun.ca) by **Monday, May. 18<sup>th</sup>, 2026 at 3 pm**

<b>Business and Company name:</b>			
<b>Incorporation number:</b>		<b>Incorporation Date:</b>	enter N/A if not yet incorporated
<b>Contact name:</b>			
<b>Contact email:</b>			
<b>Business industry /sector:</b>			
<b>Brief overview of your business (in less 500 words):</b> Describe your product/service. How does it solve a problem, and whom does it solve it for? Please include your Value Proposition Statement.			
<b>What is your business' current stage of development?</b> What are the critical next steps? Please include timeline.			

**How is the MBA student going to support your company?**

Briefly describe the project you are proposing to the MBA student, including your key objectives, projects(s)/task(s) and envisioned final deliverables.

**Describe how the student will benefit your company?**

**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.

1. Only in person work
2. Only remote-based work
3. Flexible – open to a mix of in person and remote-based work

**Companies that participate in the IBC program are expected to have a standing meeting time (weekly or biweekly) with their student. Please confirm that you understand this requirement.**

1. I confirm that I will be available for student check-in meetings, at minimum bi-weekly for 15-20mins

<p><b>Please describe how you will ensure that your student has the information they need from you to be able to support the project(s)/task(s) you have assigned.</b></p>	
<p><b>Please select from the options below, all of the areas that best describe the area your consultant would work in:</b> Note: these selections will help guide the committee in the matching process.</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>
<p><b>At the end of the semester, the students will be required to provide a final presentation summarizing their experience and formally concluding the program.</b></p>	
<p>Please select this box to confirm you understand this program requirement, and that a representative from your company will be required to participate in this virtual presentation <input type="checkbox"/></p>	
<p><b>Was or is your start-up part of one of Memorial University's programs?</b>  <b>If yes, please list which program and dates of participation</b>          e.g. Genesis, Centre for Social Enterprise, Memorial Centre for Entrepreneurship, Navigate Entrepreneurship Centre, Lab2Market, OSP, etc.</p>	
<b>Program</b>	<b>Participation Date (Start Month and Year)</b>
<p><b>Is your company a social enterprise/non-profit?</b></p>	Choose an item.
<p><b>Does your company have a Minimum Viable Product (MVP)?</b>          Examples include a demo, beta version, prototype, etc.</p>	Choose an item.
<p><b>Have you acquired any funding to date?</b></p>	Choose an item.
<p><b>Have you participated in this program before?</b></p>	Choose an item.

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Signature

\_\_\_\_\_  
Date