**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 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, 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.

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 **May 12th, 2025 at 12 pm**. The successful applicants will be contacted by May 30th, 2025.

**Insight Business Consulting Program for Start-Ups**

**Application Form**

Submit to [rio@mun.ca](mailto:rio@mun.ca) by **May 12th, 2025 at 12 pm**

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| **Company name:** | Click here to enter text. | | |
| **Contact name:** | Click or tap here to enter text. | | |
| **Contact email:** | Click here to enter text. | | |
| **Business sector:** | Click or tap here to enter text. | | |
| **Brief overview of your business (in less 500 words):**  Describe your product/service. How does it solve a problem, and whom does it solve it for? Please include your Value Proposition Statement. | | | |
| Click here to enter text. | | | |
| **Does your company have a scalable business model?**  Scalability is the ability to grow and manage increased demand. | | | |
| Click here to enter text. | | | |
| **Who are your customers?**  What market segments are you targeting? | | | |
| Choose an item. | | | |
| **What is your market size?** | | | |
| Click or tap here to enter text. | | | |
| **What is your business’ current stage of development?**  What are the critical next steps? Please include timeline. | | | |
| Click or tap here to enter text. | | | |
| **How is the MBA student going to support your company?**  Briefly describe the project you are proposing to the MBA student. | | | |
| Click or tap here to enter text. | | | |
| **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 | | | |
| **Please select from the options below, all of the areas that best describe the area your consultant would work in:** Note: these selections will help guide the committee in the matching process*.* | | | |
| 1. Branding/marketing 2. Finance 3. Social Media 4. Legal/regulatory | | 1. Strategy 2. Market research 3. Pricing models 4. Other:   Click or tap here to enter text. | |
| **At the end of the semester, the 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 a representative from your company will be required to participate in this virtual presentation | | | |
| **Was or is your start-up part of one of Memorial University’s programs?**  **If yes, which program and date of participation? (include the most recent program)**  e.g. Genesis Evo+ or Enterprise, Centre for Social Enterprise, Navigate Entrepreneurship Centre, Lab2Market, OSP, etc. | | | |
| **Program** | | **Participation Date (Start Month and Year)** | |
| Click or tap here to enter text. | | Click or tap here to enter text. | |
| **Is your business incorporated?** | | | Choose an item. |
| **Is your company a social enterprise/non-profit?** | | | Choose an item. |
| **Does your company have a Minimum Viable Product (MVP)?**  Examples include a demo, beta version, prototype, etc. | | | Choose an item. |
| **Have you acquired any funding to date?** | | | Choose an item. |
| **Have you participated in this program before?** | | | Choose an item. |

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| **Signature** |  | **Date** |