Pro bono consulting at Kellogg for mission-driven organizations

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Catalog of avenues for tapping pro bono consulting support

- Kellogg
  - Neighborhood Business Initiative
  - Social Impact
  - Kellogg Corps
  - Projects for specific classes
  - General student project list
- Other
Neighborhood Business Initiative

• **Mission:** Neighborhood Business Initiative (NBI) supports under-resourced small businesses and nonprofits in the Chicago area through pro-bono consulting services

• **How they can help:**
  • A pro bono consulting team of, on average, 4-6 students take on a defined 10-week project. Project types can include marketing planning, operational effectiveness, business case development, and others.
  • Focus is on revenue-generating enterprises, whether for-profit or non-profit, although non-revenue-generating non-profits are sometimes considered.
  • Small businesses are selected based on social impact, including criteria such as location in underdeveloped areas or hiring disadvantaged individuals, minority or woman ownership, and social responsibility.

• **Timing:**
  • Projects start at the beginning of each Kellogg term, approximately early October, January and April.

• **Contacts:**
  • gulosevich2004@kellogg.northwestern.edu; Business Development Partner
  • knatarajan2004@kellogg.northwestern.edu; Business Development Partner

• **Other notes:**
  • Do about 12 projects in fall term, and 4-5 in winter and spring
Social Impact

- **Mission:** Inspire and support student interest in using their management and business skills for social impact in the non-profit, for-profit or government sectors.

- **How they can help:**
  - Publicize the project to their Kellogg listserv of 300+ students through email. This can drive either student interest in pursuing the opportunity outside of class or make them aware of the opportunity for one of their required class projects.
  - Source the lead to the Net Impact Service Corps. Social Impact is a chapter of Net Impact, a national organization focused on supporting new leaders for better business. NISC is a pro bono consulting service. More information can be found at [www.net-impact.org](http://www.net-impact.org)

- **Timing:**
  - Publicity of the opportunity will be made at your request.

- **Contact:**
  - dgupta2004@kellogg.northwestern.edu; Deepa Gupta, Marketing Co-Chair

- **Other notes:**
  - Please write up a short (four to five line) description of the opportunity so that it can easily be inserted into our email newsletter. Send this to Deepa Gupta at the address above.
Kellogg Corps

- **Mission:** Kellogg Corps places small teams of MBA students on four- to six-week long consulting projects with non-profit organizations in developing countries worldwide.

- **How they can help:**
  - Four to six-week long projects on a variety of topics from business plan development, to strategic planning, to marketing.

- **Timing:**
  - Projects are completed over the summer months, July and August. Projects are selected between January and March.

- **Contact:**
  - pfischer2004@kellogg.northwestern.edu; Patrick Fischer, Project Development Chair

- **Other notes:**
  - Applications are available online at [www.kelloggcorps.org](http://www.kelloggcorps.org)
  - Past project descriptions and reports are available on the website.
Project for specific classes

- **List of classes where substantial projects are required:**
  - New Venture Formation – business plan development (every term)
    - Professor Barry Merkin, b-merkin@kellogg.northwestern.edu
  - Marketing Research – marketing research (every term)
    - Professor Angela Lee, aylee@kellogg.northwestern.edu
  - LEAP (integrated business course with practicum) – any type of project
    - Fran Langewisch, f-langewisch@kellogg.northwestern.edu
  - Nonprofit Marketing and Fundraising – marketing and fundraising (Winter quarter)
    - Professor Liz Howard, liz-howard@kellogg.northwestern.edu
  - Operations Strategy – operations (term offered may vary)
    - Professor Jan van Mieghem, vanmieghem@kellogg.northwestern.edu

- **How they can help:**
  - Some professors will inform their students of existing opportunities for projects at the beginning of the course. Students decide if they wish to pursue these opportunities.

- **Timing:**
  - Publicity occurs at the beginning of each Kellogg quarter, approximately early October, January and April. Project timelines are bounded by the term length of 10 weeks

- **Contact:**
  - See above

- **Other notes:**
  - Being part of a class project has its ups and downs. The ups are that there are additional incentives for a quality project driven by the class. The downs are that they are often short (7 week or less) projects and rarely ongoing relationships.
General student project list

• **Description:** List of projects available for students to use in any class that is appropriate or for an independent study.

• **Timing:**
  • Postings are made when you make your request. Projects that are subsequently used tend to be done in a single term (max 10 weeks).

• **Contact:**
  • Go to [http://www.kellogg.northwestern.edu/corporate/connections/projects.htm](http://www.kellogg.northwestern.edu/corporate/connections/projects.htm) and fill out and submit the online form. You will receive an email following up on your submission.

• **Other notes:**
  • Being part of a class project has its ups and downs. The ups are that there are additional incentives for a quality project driven by the class. The downs are that they are often short (7 week or less) projects and rarely ongoing relationships.
  • The listing is a ‘passive’ resource, rather than an active marketing of projects by students or faculty.
Other resources

• Northwestern School of Law Small Business Opportunity Center
  • Legal services for small businesses and nonprofits
  • http://www.law.northwestern.edu/small-business/

• Chicago Graduate School of Business
  • Net Impact Chapter (http://www-gsb.uchicago.edu/student/netimpact/)
  • Small Business Consulting Group (http://gsbwww.uchicago.edu/student/sbcg/index.html)