

IDEAcorps

MBA CONSULTING CHALLENGE

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*Participate in a program that helped kick start and build the
growing New Orleans startup community*

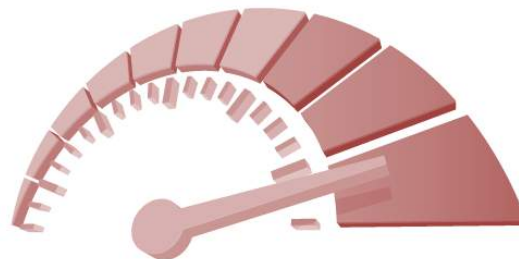


The IDEAcorps MBA Consulting Challenge is an immersive weekend that gives MBA students the opportunity to apply their skills, work with a founding entrepreneur of a local startup, and see how far they can bring a company in four days.

IDEAcorps is not your typical case competition. The MBA teams work with existing startups to solve a real problem the founding entrepreneur is facing. The winning MBA team is selected on how much that team has “moved the needle” for the company for a long-term impact.



- Work with a real company, not a hypothetical one
- Fully engage in an immersive experiential learning opportunity
- Learn skills that can be used in startup development, corporate innovation initiatives, and consulting projects
- Connect with the New Orleans entrepreneurial ecosystem and the other teams
- **“Move the Needle” for an emerging startup**





THE LANDING ZONE is a small business incubator & co-working space in downtown New Orleans

THURSDAY

- Orientation & team dinner
- Meet entrepreneurs

FRIDAY

- Define scope, solution & deliverables
- Get help from executive coaches

SATURDAY

- Validate solution by “getting out of the building”
- Get help from executive coaches
- Networking dinner

SUNDAY

- Finish validation, deliverables & presentation

MONDAY

- Final presentations to judges' panel & audience



1. SCOPE

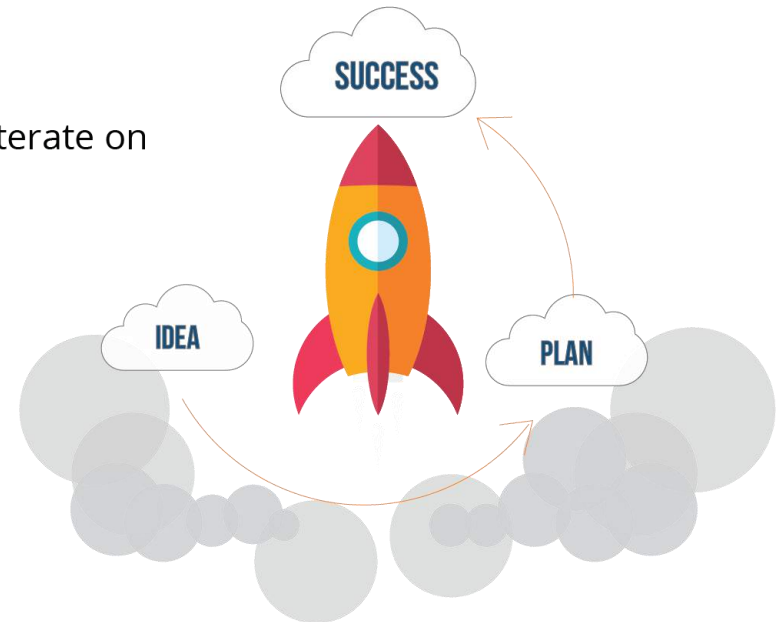
Work with your team's startup to identify and define a problem the founding entrepreneur is facing.

2. VALIDATE

Propose a solution to the problem, then test and iterate on your team's solution.

3. IMPLEMENT

Develop tools and create an implementation plan that the founding entrepreneur can use immediately.









The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		



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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer



"IDEAcorps was instrumental in helping me move my company's needle forward. My team provided me an immediate tool that increased my productivity by 250x and gave me an action plan that I am implementing currently. If given the opportunity to be a part of IDEAcorps, jump on it!"

RICHARD CARTHON, FOLLOWMYCAL & LOUISIANA STATE UNIVERSITY TEAM

"The Darden Team put us on the right path for market testing and allowed us to narrow our focus so we can come out of the gate strong with our new online marketplace. They genuinely cared about our success as a company, and almost a month after the program has ended, they are still emailing us following up and asking how everything is going. This group became not just our teammates and consultants; they became our friends."

NIC ROCK & KRISTEN BYKOWSKI, MAGIC BANK & UNIVERSITY OF VIRGINIA DARDEN TEAM

PARTICIPATING TEAMS

THE UNIVERSITY OF
ALABAMA[®]

LSU

LOYOLA
UNIVERSITY
NEW ORLEANS

STATE
M
MISSISSIPPI STATE
UNIVERSITY™

Tulane
University

 **UNIVERSITY**
of **VIRGINIA**
DARDEN SCHOOL OF BUSINESS

PARTICIPATING COMPANIES

 **FollowMyCal**
THE SOCIAL CALENDAR


GIGSY

the **HOST**



MAGIC BANK

ProductMatchr 
DEALS IN YOUR SIZE IN SECONDS


PUPULAR

- **SOLUTION**

- Did the strategic direction, deliverables, and other elements of the team's solution tackle the full set of issues shown in the final negotiated scope?
- Did the solution make sense for the business? Was it thorough and did it markedly improve the underlying business?

- **VALIDATION**

- Did the team “get out of the building” and use multiple, reliable methods to gather data to validate their hypothesized solution(s) and/or changes suggested for the business?

- **ACTIONABILITY**

- Were the team's solutions conveyed to the entrepreneur in a cohesive, understandable that he/she can actually execute on the day following the conclusion of the competition?
- Does the presentation show evidence that the participating entrepreneur feels compelled to implement the student team's solution(s)?

- **PRESENTATION**

- Did the team deliver a professional (oral and visual) presentation that provided a compelling, well-structured account of how the team improved the business?
- Were the judges' questions answered completely yet succinctly?

FEEDBACK FROM IDEACORPS TEAMS

A group of approximately 20 people, mostly young adults, are seated in a modern, industrial-style room. They are arranged in several rows, some on chairs and some on a low wooden platform. Many are wearing red lanyards with ID badges. They appear to be listening attentively, with some looking towards the camera and others looking slightly away. In the foreground, there are two low wooden tables. One table has a silver laptop and a small projector on it. Another table has a white cup and some papers. The room has white walls, exposed pipes, and large windows in the background showing a staircase and other parts of the building. The overall atmosphere is professional yet relaxed.



"IDEAcorps was the most fun, most difficult, most rewarding experience of my MBA experience so far."

ISAAC TIPTON, 2017 TEAM MEMBER



"The MBA Consulting Challenge was by far the most exciting experience of my MBA career...I found some lifetime friends and a new perspective on my career options for the future."

ERICA DUROUSSEAU
2016 LOYOLA TEAM
MEMBER



"Working with actual startups that are well on their way was an amazing experience."

RYANN WILLIAMS, 2017 UVA DARDEN TEAM LEADER

"It was great to get a direct view of the processes start-ups go through in real life, rather than in an academic setting."

CHASE BERENSON, 2017 LSU TEAM MEMBER

"The whole experience was exhilarating. This is the most I have personally learnt in a span of 72 hrs."

RAHUL GOPAL, 2017 MSU TEAM LEADER



"I naively thought that there would be no real difference between entrepreneurship and operating large scale businesses going into the program; however, I gained a much more holistic understanding of the nature of startups and their unique challenges throughout the course of this program. In fact, I intend to change some of my MBA courses to give me a better basis for startup consulting and entrepreneurship!"

ANNIE SMITH, 2017 ALABAMA TEAM MEMBER

"So many case studies we review in our schooling are hypothetical or focused on past events; however, this competition gave me the opportunity to really dig in deep with a real business problem in real time."

SARAH GARDNER
2016 LSU TEAM MEMBER



ALL GREAT JOURNEYS START WITH A FIRST STEP.

“Each time you raise your hand to do something meaningful, you get one step closer to possessing the skill set that qualifies you to do whatever it is that you are truly passionate about. Each experience teaches us something new and qualifies us to do something we may never have done before.”



**Read more about how
IDEAcorns can launch careers:
[BIT.LY/WHYIDEACORPS](https://bit.ly/whyideacorns)**

“The reality of the study of business as an academic discipline is that experiential learning is an absolute necessity. IDEAcorps provides that, and more, including networking opportunities with one of the strongest communities of entrepreneurs and investors in the nation.”

STEVEN GOYNE, 2016 LSU TEAM LEADER



**TEAM LEADERS:
APPLY BY OCTOBER 6, 2017**

- Leadership experience
- Experiential learning
- Long-term impact on a real startup
- Teams up to six members
- Consulting profile & scope of work

MARCH 15-19, 2017

NEW ORLEANS, LA

[BIT.LY/IDEACORPSCHALLENGE](http://bit.ly/ideacorpchallenge)



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