

# MGMT 690 Corporate Consulting

## Fall Projects

### TOP OF THE FUNNEL

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A technology company with large portfolio of ideas is looking for some individuals to assist in screening the opportunity for these ideas. This will include working with the company's strategy directors as well as doing secondary and primary research to better understand consumer problem. There will be several problem-sets and market opportunities in the search set. The groups will be working on each problem area for around one month and will have the opportunities to explore multiple areas. Purdue's role is to determine the nature and range of the problem so technology experts will have enough information to design a solution.

### SHAKESPEARE WAS RIGHT; "KILL ALL THE LAWYERS"

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A new company is looking at the process of insurance claims. There is evidence that that many lawyers really do not provide significant value, but a common billing practice has them netting 1/3 of the payout. The NewCo believes a portion of the market, who might normally engage a lawyer in a personal injury case, could use an automated system to process, value, and submit the claim to the appropriate agencies for processing. Purdue's role is to do further investigation and customer discovery with both claimants and insurance processors.

### FACTORY DESIGN MEETS ESG

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A large global food company is looking at the impact of ESG and operations (mainly E and S). The company needs two consultants to work as a sounding board and research assistance into best practices in this area. These research assistances are there to both ask silly questions challenging the status quo as well as research unknowns that come up during meetings. It is preferred the candidates do NOT have food processing experience. It would be beneficial to have plant operations experience in batch processing.

### PERSISTENCE PAYS OFF AND PAYS WELL

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A software company that specializes in frontier computer vision technology. This company takes these breakthrough methods and applies them to mobile solutions to assist in the advancement of healthcare. Objective neurological vital measurements are lacking with critical hospital programs and too often are unavailable due to cost and lack of accessibility. While the goal of clinicians is to deliver the highest level of care to their patients, the need for more objective data to assist them still exists. We wish to collaborate to align methodology with technology to support health care efforts in the critical care field. The priorities of the collaborative efforts are:

1. Product development and utilization of Reflex (to meet the needs of critical care)
2. New market entry
3. Sales Operations plan