

Experiential Learning Center

Spring 2020 Projects

UBUS 485/585 - 3.0 Credit Hours

Apply at <http://go.niu.edu/elc> (Please include resume & cover letter)

Application deadline: Tuesday December 4th, 2019 at midnight



Grainger

Coach: TBD

Meeting Time: M/W 9:30-10:45 AM

Topic: *Growth Business Strategy/Market Research/Supply Chain*

W.W. Grainger, Inc. is a broad line, business-to-business distributor of maintenance, repair and operating (MRO) supplies and other related products and services. More than 3.5 million businesses and institutions worldwide rely on Grainger for products in categories such as safety, material handling and metalworking, along with services like inventory management and technical support. These customers represent a broad collection of industries, including commercial, government, healthcare and manufacturing. They place orders online, on mobile devices, through sales representatives, over the phone and at local branches. Approximately 5,000 suppliers provide Grainger with 1.7 million products stocked in the company's distribution centers (DCs) and branches worldwide. Grainger employs 25,000 team members across the globe.

Grainger would like an ELC team to help enhance its go-to-market strategy for Sustainable products in our offering. We are looking for a team to help us develop a strategy that incorporates key areas such as:

- **Industry Reputation** - how do we grow our industry reputation as a leader in Sustainability and who are the additional stakeholders who could benefit from Grainger's sustainability offer?
- **Customers** - where are the places where our customers can become more sustainable - who is/are the correct customer segment(s) to focus our efforts on?
- **Suppliers** – How can we use our programs to help our suppliers elevate their sustainable offering?



Maxwell Telecare

Coach: TBD

Meeting Time: M/W 930-1045 AM

Topic: *Marketing Strategy/Competitive Analysis/Benchmarking/Growth Strategy/Financial Modeling*

Our goal is to provide nursing home patients with 24/7, immediate access to high quality medical care (particularly for times and locations where access is limited), thus reducing the vast number of unnecessary transfers to the hospital while at the same time improving overall quality of care.

One of the summary documents we used for a trade show had the following description. Do you like any of this language?

Our Business: We leverage telemedicine to retain and recover lost revenue, to enhance current revenue, to decrease costs by offsetting liability through risk management, and to secure new revenue through increased market penetration. We bridge financial management and clinical care for the health care industry. Maxwell Telecare brings the value to value-based care.

Our Service: To improve patient care and personal well-being by providing universal access to remote professional services and remote clinical technology, aligned with established provider systems. We are a medical practice leveraging digital technology to optimize and enhance healthcare.

Maxwell Telecare would like a team of consultants to research the current market, the competitive landscape, and help Maxwell Telecare position themselves as the provider of choice for telemedicine services. Maxwell Telecare would like a team of consultants to help plan their growth strategy as well as their financial model.

NORTHERN ILLINOIS RESEARCH FOUNDATION (NIRF)

Coach: Jason Gorham

Meeting Time: M/W 2:00-3:15 PM

Topic: *Marketing / Entrepreneurship / Business Plan Development*



The Northern Illinois Research Foundation (NIRF) is a not-for-profit organization (501(c) (3)) that seeks to contribute to and advance the educational, research, public service and economic development mission of Northern Illinois University.

NIRF would like an ELC team to develop a business plan for a new NIU spin-out company's diagnostic and therapeutic technologies. In addition, a market analysis for future paths in the IP portfolio will be needed to move selected inventions with enough growth to sustain the business. If you're interested in entrepreneurship, this is a great opportunity to gain an understanding of how to launch a newly developed product.



Vous (pronounced VO) Vitamins

Coach: TBD

Meeting Time: T/Th 2:00-3:15pm

Topic: *Market Research/Financial Strategies/Customer Reach to include corporate partners*

Vous Vitamin prioritizes your health, starting with a lifestyle survey covering your wellness status and goals. Your vitamin blend has been carefully chosen by two physicians who founded Vous Vitamin in 2014. They created Vous to provide a solution that didn't exist in the market: a custom multivitamin made of the *optimal mix* of vitamins and nutrients your body needs, without unnecessary ingredients, delivered directly to you each month.

With Vous you are getting quality you can trust.

Vous Vitamins would like a team of consultants to evaluate the ideal corporate wellness-based vitamin program and define the program benefits and features that would add value to the corporate wellness customer. Additionally, Vous Vitamins would like the consultant team to evaluate and recommend a prioritized focus of corporate targets with whom to partner and develop key marketing and messaging points best used to approach the target corporations. Lastly, the consultants will explore the current landscape of benefit programs, evaluate the feasibility given the unit economics and competitive landscape and make recommendations on ways for Vous to maximize their opportunities.



The Shelby Group

Coach: TBD

Meeting Time: M/W 2:00-3:15 PM

Topic: *Data Analytics/Business Strategy/KPI/Project evaluation*

The Shelby Group is a global leader in e-procurement platform implementation and optimization. With hundreds of platform implementations and support engagements to our credit, The Shelby Group's expertise has consistently led to savings and performance improvement for our clients. Each client organization's culture, processes, and infrastructure are unique, which requires The Shelby Group to customize project plans to reflect that uniqueness. This can be extremely time-consuming and ultimately it makes macro-level analysis of project and team effectiveness impossible. If we cannot compare like entities, it becomes impossible to improve processes. Therefore, we have begun a process of consolidating project management processes and tools to provide increased project-to-project consistency.

The Shelby Group would like a team of consultants to evaluate the results of this consolidation, come up with new KPIs, and brainstorm new process standardization ideas to help increase effectiveness and efficiency in project execution.



Echo Global Logistics

Coach: TBD

Meeting Time: T/Th 2:00-3:15 PM

Topic: *HR strategies/Data Analytics/Database Development/Data Collection*

Echo Global Logistics is a leading provider of technology-enabled transportation and supply chain management services. Echo offers freight brokerage and Managed Transportation solutions for all major shipping modes, including truckload, partial truckload, LTL, intermodal, and expedited. Echo maintains a proprietary, web-based technology platform that compiles and analyzes data from its network of over 50,000 transportation providers to serve 35,000 clients across a wide range of industries and simplify the critical tasks involved in transportation management. Every day they coordinate more than 16,000 shipments while servicing clients from SMBs to the Fortune 500.

Echo connects businesses that need to ship their products with carriers who transport goods quickly, securely and cost-effectively. Established in 2005, Echo Global Logistics has one objective: to simplify transportation management from coast to coast, dock to dock, so that shippers and carriers can focus on what they do best. Headquartered in Chicago with more than 30 offices around the country, Echo employs more than 2,300 team members.

Echo Global Logistics would like a team of consultants to help develop a better system for collecting, storing, and evaluating data as it pertains to the many employment applications they receive each month. Echo would also like the team to build a better database system that will capture criteria for applicants to help expedite the interview and hiring processes.



WEWARRIORS (PART II)

Coach: TBD

Meeting Time: M/W 9:30-10:45AM

Topic: *Marketing strategies/New product launch/Competitive landscape/marketing opportunities /Data Collection/Web Design/Social media*

WeWarriors is a women-owned and operated company committed to offering solutions that make it possible for women to live life fully. Our mission is to enable and empower women to be their own, unique kind of warrior through the development of innovative, socially-responsible, and eco-friendly products. Creating the best solutions takes time, and we hope you will be as excited as we are about our startup. WeWarriors is committed to the customer experience and makes customer service a priority.