

Successful student projects included:

Client	Project
Infor	Develop a market entrance strategy to bring Infor's healthcare products into Brazil
State Street Global Advisors (SSGA)	Assess the opportunity for adding certain global economic indicators to the tools used in forecasting market trends
Designs for Health	Develop a plan to improve customer loyalty for one of the largest manufacturers of health and nutritional supplements offered exclusively through health care professionals
Infor	Develop strategy for partnership between Infor and Athena Health to create a product that disrupts the Healthcare software market
Wolters Kluwer	Develop market segmentation strategy for the financial risk consulting market
EIR	Determine the size and growth of the industry providing integration services for HR software
Red Frog	Develop a market segmentation and go-to-market strategy for this emerging gaming company
Dezan Shira	Write 3 industry analysis papers covering topics in the Asian market: Entertainment in China, Auto Parts in China and eCommerce in Vietnam. Published in the company ejournal
EMC	Research and develop a model for using candidates' social media footprint to find the best sales management candidates to recruit into EMC USA
Deloitte	Develop a series of customer use cases combined with business plans for new ventures in "The Internet of Things"
AdaptReady	Develop a white paper and research potential customers for this consulting firm the coaches large companies on how to develop business planning so as to adapt for extreme weather conditions
Infor	Develop a Chinese market entrance strategy for this healthcare software provider
Biscom	Propose a compelling customer value proposition, pricing and marketing & sales strategy this mid-market software company. Determine size of the market and competitive landscape
Dezan Shera	Develop a strategy to increase US market penetration for this consultancy that provides business services to US companies entering the Chinese market
Genysis	Develop a market roll-out strategy for this start-up software and service provider to the Healthcare industry in New England
ATT	Develop a strategy to monetize ATT Wireless' information about end users. This provided alternatives and strategic direction for selling added services to ATT's commercial WIFI customers
EMC	Benchmark analysis of best practices in executive development
Deloitte	Develop an innovative new approach to educate Deloitte staff and clients
Manheim	Design and assess a major new product for this market leader in auto auctions

Client	Project
EMC	Develop a complete “playbook” to guide EMC through the steps to relocate employees in three countries: Ireland, Singapore and India
Dreamech	Design product rollout strategy and business model for an auto accessory
Meditech	Develop a database of Israeli-New England connections in the biotech industry
Diversified Communications	Develop a market launch strategy for a leading manager of trade shows who seeks to expand into food processing shows in Asia
Infinite Herbs	For a middle market wholesaler of herbs, document customer readiness for a new line of Asian vegetables into the US market. Also, develop a cookbook of recipes to load onto the website
Open Exchange	For a roll-out stage company offering software to the financial services industry, develop a thorough database of contacts for all the top companies in 15 industries—to develop a lead generation system
Unum	Conduct customer assessment to better understand the opportunity for expanding sales to small businesses
Partners Health	Develop competitor analysis for a start-up biotechnology firm
Enertrac	Assess several new market opportunities to expand product for this small company offering RF-based tool to remotely measure fluid levels
GNW	Develop a market penetration plan for this small commercial laser products company to enter the Chinese market
Infinite Herbs	Conduct market research to assess the market for new spices
Innovation Nights	Develop a market expansion plan to roll out a Boston entrepreneurial network service to other cities nationally
Office!	Define potential target customer segments and acquisition approaches for this trade show manager as it considered expanding to other cities
Open Exchange	Develop an initial database of potential customer contacts for the financial services start-up
Synubi	Develop an initial business plan for this biotech start-up