

RESEARCH BITE #13

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RE: Developing a Business Plan

Have you ever wanted to start your own business to commercialize a technology that you developed but you don't know how to write up a business plan? Why don't you consider hiring someone to do this for you?

Edwards School of Business has a Commerce 448 Management Consulting Class. The purpose of the course is to facilitate a successful completion of a mutually-agreed upon project for a client organization. Students are lead through a management consulting process, including developing and presenting a consulting proposal, navigating real life management consulting project cycles and finalizing a consulting project by presenting the project report to the client. As part of the course, students learn how to specify business research questions, propose appropriate methods of researching the questions, analyze the results of the research, and present conclusions and recommendations. The class has been very successful to date with various projects being completed for clients both on and off campus. Each year the class has also dedicated at least two projects to new technologies coming from the University of Saskatchewan.

Two undergrad students can be hired (the students work in pairs) to do market research, marketing plans, organizational reviews, HR and compensation plans, feasibility studies, business plans or regional studies. The students will meet with you every few weeks to discuss/give an update on their progress. A business plan can be typically written up in 4 months (usually January to April). The cost is \$1500 - \$2000 depending on the complexity of the project.

For more information please contact:

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