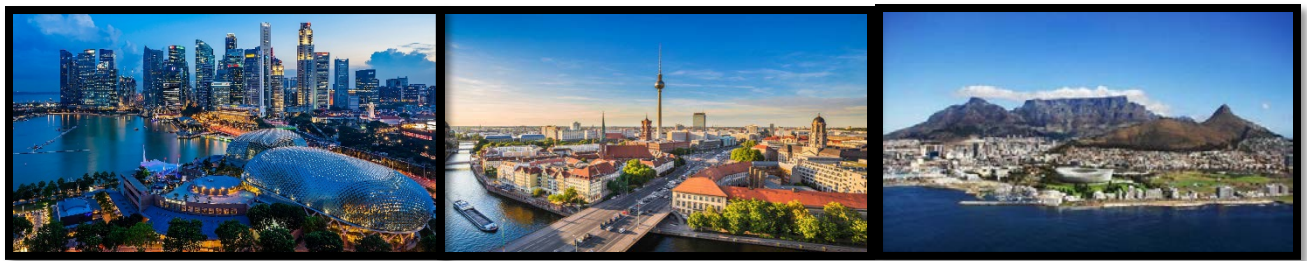




CONSULTING ABROAD PROGRAM 2020



PROJECT DESCRIPTIONS
GLOBAL & EXPERIENTIAL EDUCATION

CONSULTING ABROAD PROGRAM GERMANY



Anna Helm is Associate Teaching Professor of International Business at The George Washington University as well as the Faculty Director of GW's Center for International Business Education & Research (GW-CIBER), one of 15 CIBERs in the U.S. funded by the U.S. Department of Education.

Dr. Helm teaches courses on international marketing management, green business, the cultural environment of international business, and foreign market analysis. She has developed and taught several online courses and regularly offers courses with real client projects.

Since 2010, she has taught international consulting courses in Sweden and other countries with projects in both the cleantech and healthcare industries, with a particular focus on high-tech startups. Dr. Helm's devotion to teaching, student-centered learning, and interdisciplinary collaboration has resulted in numerous teaching awards, including the 2019 inaugural GW School of Business Dean's Award for Teaching Excellence.

Originally from Sweden, Dr. Helm holds a MSc in International Business and Economics with German from Lund University, Sweden, as well as an MA in Germanic Studies from the University of Maryland. She received her PhD from Georgetown University in 2002. Prior to joining GW's School of Business, she was the Director of the Business, Culture and Languages Program at the University of Maryland, College Park.

Dr. Helm is pursuing research on cross-cultural differences in consumer perceptions of green products, sustainability innovation, and curricular best practices in International Business. She is the Principal Investigator for a Liberal Arts and the Professions grant from the Teagle Foundation, titled "An Internationalized Liberal Arts Curriculum for Undergraduate Students," with the objective of deeply integrating liberal arts into the undergraduate business curriculum at the GW School of Business.

Prior to taking on the role as Faculty Director of the GW-CIBER, Dr. Helm was Co-coordinator of GW-CIBER's Business Languages Program. In this role she has led workshops across the U.S., presented at national conferences, created teaching materials and business cases, as well as published articles in peer reviewed journals. As the GW-CIBER Faculty Director she continues to be deeply involved in the Business Languages programming at GW.

CAREERFOUNDRY

CareerFoundry offers mentored online courses in UX Design, UI Design, and Web Development—teaching their students the most in-demand tech skills of today and tomorrow. Their platform helps people looking to make a career change or those who want to enhance their current skillset.

Sector: Education

Theme: U.S. Market Expansion - Focus on Sustainability & Access

Identify how CareerFoundry can be more inclusive by recruiting students who would otherwise not be able to afford their courses. Develop insights and recommendations into potential opportunities with employment offices, company sponsored employee professional development offerings, student loans and Income Share Agreements.

Research how CareerFoundry can be better positioned to complement the Future of Work by identifying tech professions of the future (5 years) and trends that relate to climate change.



Mitte was founded with the mission of improving lives with safe and healthy water. The company's flagship product is a home appliance for water purification and enhancement, which will be launched together with three different mineralization cartridges covering different mineral needs. Mitte aims to revolutionize how water is consumed around the globe, and therefore has a range of products in the pipeline.

Sector: CleanTech

Theme: CSR

Project Description

Develop the vision and build the roadmap of a new initiative *MitteX* - a social impact arm of Mitte that will develop solutions to benefit people in developing countries. Research the global water crisis and existing technologies and business models that can support impoverished regions. Analyze what Mitte has to offer in terms of expertise, technology and other resources to increase access to drinkable water.



[PricewaterhouseCoopers](#) is a multinational professional services network with headquarters in London. PwC ranks as the second largest professional services firm in the world and is one of the Big Four auditors. PwC is Germany's leading auditing and consulting firm. The project will sit in their valuation and strategy department which employs about 35 people that deal primarily with valuation, modelling and analytics services, especially within the real estate industry.

Sector: Consulting

Theme: Intersection of Health Services & Real Estate

Project Description

Develop a rough concept for senior care strategy in Germany as the basis for a successful implementation of innovative care concepts as the market changes including business segment development as well as current and future customer needs and competitive offers.



[Qunomedical](#) makes it easy for people to search for clinics which perform medical treatments. Their platform provides a marketplace for medical treatments by providing pricing and other information. They started off focusing on Western Europe to Eastern Europe travel for elective and cosmetic procedure. They now operate mainly in Germany and other European countries and send patients to 35 destinations across borders.

Sector: Healthcare

Themes: North America Market Entry & Entrepreneurship

Project Description

Develop a B2B strategy including first testing ground on potential Quno offering to the employer market as well as recommendations for geographic targeting in the U.S. and Canada.

CONSULTING ABROAD PROGRAM SINGAPORE



Yun Zhang's research interests cover accounting theory, agency theory and information uses in capital markets. He has published in premier research journals such as the *Accounting Review*, *Contemporary Accounting Research*, *Journal of Accounting Research*, and *Review of Accounting Studies*. He has served as an ad hoc reviewer for the *Accounting Review*, *Contemporary Accounting Research*, *Journal of Accounting Research*, *Journal of Accounting and Public Policy*, *Management Science*, *Production and Operations Management* and *Review of Accounting Studies*. Before joining GW, Prof. Zhang was on the faculty at the Fuqua School of Business of Duke University. Originally from China, Dr. Zhang holds a B.A. from Renmin University of China as well as an M.A., M. Phil, and a Ph.D. from Yale University.



[Asia Pacific Exchange-APEX](#) is an international derivatives exchange approved by Singapore's Monetary Authority. Their business scope covers futures and options contracts for both commodity and financial derivatives products, including derivative products in the asset classes of agriculture, energy, petrochemical, metal, foreign exchange, interest rates, bond and stock indices. They set rules, provide electronic platforms, and organize the markets to trade various financial derivatives products that are built on commodities, equities, currencies and bonds. They are also the central counterparty of the buyers and sellers to clear profits and losses. They aim to create a transparent and fair market to provide price benchmarks for various assets.

Sector: Finance

Themes: Global Derivatives Markets & Cryptocurrency

Project Description

Identify how to increase and enhance product/service lines through investigation of the birth, growth and success experience of S&P Global Platts and Intercontinental Exchange and exploration of the challenges and opportunities of the cryptocurrency market.



[Marriott International](#) is an American multinational diversified hospitality company that manages and franchises a broad portfolio of hotels and related lodging facilities. Marriott International is the third largest hotel chain in the world. It has 30 brands with 7,003 properties in 131 countries and territories around the world. Marriott International has 380+ hotels in the Asia Pacific region (excluding China).

Sector: Hospitality

Themes: Human Capital, HR (recruitment & selection) & Employer Branding

Project Description

Assess the region's current trainee/intern experience, including sourcing, selection, engagement, development and sustainability of the program to meet organization and individual needs. Identify what is working well and what can be improved. Recommendations on how to elevate the initiative, develop a true intern experience and have sustainment of efforts across the region to support growth and employer branding.



[Pundi X](#) is a leading developer of blockchain-powered devices which include the XPOS, the world's first point-of-sale solution that enables merchants and consumers to conduct in-store transactions instantly on the blockchain, and the world's first blockchain phone called BOB powered by Function X which allows you to own and control your data without any centralized service provider.

Sector: Fintech (Blockchain)

Themes: Marketing, Banking, Finance & Innovation

Project Description

Identify the best framework to onboard and scale a payment solution supporting cryptocurrency. Identify a target group and market to focus on as the "lowest hanging fruit". Develop a feasible region/country penetration plan, including but not limited to the target group, promotion activities, XPOS / XWallet deployment plan, merchant expansion plan, banking / compliance application (if needed), new service to be developed, etc.



VC Growth Partners (VCGP) is a private investment company that operates as a Family Office. The VCGP focus is spread across a portfolio of companies in healthy Fast Moving Consumer Goods (FMCG) snacks & beverages, retail & enterprise technologies, and B2B Corporate Service Providers. This project supports VCGP's portfolio company, Bayani Brew Inc, a for-profit Manila-based healthy FMCG company with the social mission to alleviate the poverty of farmers in partnership with the Filipino NGO, Gawad Kalinga.

Sector: Venture Capital / Impact Investing

Themes: Marketing, Agribusiness, Sales, Distribution, Finance & Logistics

Project Description

Conduct a Market Entry Project for the Bayani Brew products to enter the Singapore and Hong Kong markets. Bayani Brew manufactures and markets a range of healthy teas and drink products. Manufacturing is conducted in The Philippines using locally sourced fresh ingredients from subsistence level Filipino farmers.

CONSULTING ABROAD PROGRAM S. AFRICA



Dave Halliday's research interests include Business Strategy, Corporate Strategy and Business Ethics and Public Policy. He received a B.A. from Stanford University, an MBA from Yale and a Ph.D. in Business Strategy from the University of North Carolina at Chapel Hill.



[Cenfri](#) is a non-profit think tank that does research on financial regulation, financial markets and financial needs with the objective of improving the financial lives of the poor. Cenfri is structured as a think tank and commercial consultancy firm and deliver their work through donor programs (80% of revenue) and free-standing projects (20%).

Sectors: NGO & Think-Tank

Themes: Finance & Human Capital Management

Project Description

Develop business growth plan to help manage human capital (and learn from past experiences), research best practices of relevant equivalent think-tanks in both SA & DC, provide recommendations as to the best way to respond to new (consulting) business opportunities.



[Darling Sweet](#) is a manufacturer of high quality handcrafted South African toffees and other candy. They do not add preservatives or synthetic flavoring to their products. Their full range packaging is recyclable and their clear toffee wrappers are biodegradable and fully compostable. One of their main objectives is job creation and up-skilling members of their community.

Sector: Marketing, Economic Analysis

Themes: US Market Entry, CSR, Social Business & Family Business

Project Description

Develop US market export strategy including insights into how to mechanize some production lines and possible new product lines.



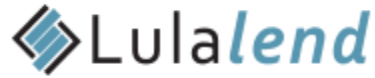
[Discovery](#) is a South African-born, global company with health, life and short term insurance operations in South Africa and the UK. Their Vitality Shared-Value Insurance model has received international recognition, including being ranked 17th in Fortune's index of 51 companies "changing the world."

Sector: Insurance

Themes: Finance (Individual & Business), Sales & Management

Project Description

Discovery is the leader with regard to addressing the complexities of the new environment, which means their products are by far the most intricate and comprehensive. Critical to their growth is the ability of the business consultants to convert non supporters to supporters and to assist supporters to grow and take their business to another level. Discovery needs assistance investigating the dynamics of this process.



[Lulalend](#) is a FinTech company with a belief in the power of small business, making a difference, building a better solution and striving for excellence. They work hard to empower businesses across South Africa with the funds they need to grow. Their loans range from R20k - R1.5million in size and businesses need to have been active for at least 1 year and have a turn-over of at least R500k (approximately \$7,000) per year.

Sector: FinTech

Themes: Entrepreneurship, Technology, Market Analysis & Macroeconomics

Project Description

As a tech business, Lulalend has built their business on direct marketing, which has been very successful. A key part of this will be to map out the South African economy to figure out which industry verticals have the highest concentration of small and medium sized businesses (value chains with high fragmentation) and how they can target these value chains or verticals through affiliate or partnership deals.