

# BUSINESS CONSULTING FAQs

Business Consulting is a unique opportunity for businesses and organizations to work with a team of 3-5 students, led by experienced faculty, to understand and solve problems.

## **What business problems can students solve?**

Student projects can include a competitive analysis, environmental analysis, specific insights, research, and actionable recommendations. Past projects have included market analysis, consumer behavior research, marketing/digital media strategy, and everything from growth strategies to operational problems.

## **Is there a cost to participate?**

No financial cost. A business lead should be available to meet with the student team.

## **How many hours of work do students contribute?**

Typically students work on projects for 120-150 hours along with faculty support.

## **When is this offered?**

Business Consulting is offered year-round and structured around the fall, spring, and summer University of Iowa academic semesters.

## **Do I need to be a small business?**

No, we welcome businesses and organizations ranging in size from one employee to thousands.

## **Do I need to be in Iowa?**

Yes, the company or organization should be in the state of Iowa or be a University of Iowa alumni.

## **I have worked with University of Iowa students before, how is this helpful a second time?**

Student teams change each semester, and each team brings a fresh perspective to understand and solve your business problems.

## **How do I sign-up?**

Please complete our form found via <https://iowajpec.org/form/business-consulting-client-appli> and you will be contacted for the next available semester opportunity.

## TESTIMONIALS

### TRACY ERLANDSON



"Every week, the students came to me with something

new and fun. Their final presentation was right on the money and it provided me a lot of fresh contacts. They put work into it, they had fun with it, and it gave me great, new information I didn't have to take the hours to put into it."

*EpiK Destinations*

### RANDY KIES



"Our team delivered a dynamite, knockout proposal

presentation. They hit all our deliverables, specifically providing intelligence on our competitors and they gave us feedback we didn't have before. That saved us a tremendous amount of time researching since we are an early-stage startup with limited capacities and time."

*Emigrait*

## Questions?

Email Kimm Harris  
[Kimm-Harris@uiowa.edu](mailto:Kimm-Harris@uiowa.edu)

# IOWA™

John Pappajohn  
Entrepreneurial Center

