

## Let MAP benefit your business

- Get a **fresh perspective** on your opportunities
- **Reacquaint yourself** with the marketplace and your competitors
- Learn **new ways** to approach your business
- **Position your business** to be part of this region's economic development engine

## Let your business benefit MAP

- Provide **practical experience** to talented students
- Prepare **future leaders** to drive our local economy



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WASHINGTON STATE UNIVERSITY  
VANCOUVER

# BUSINESS Growth

Mentor & Analysis Program (MAP)



STUDENT-CONDUCTED  
CONSULTING PROJECTS  
HELPING BUSINESSES  
MANAGE GROWTH

## What we do

MAP helps businesses manage growth. It provides high-level consulting services—pro bono—to help businesses and non-profit organizations in Southwest Washington grow and create jobs in our community. At the same time, MAP offers business students the opportunity to put classroom knowledge into practice, gain consulting skills and develop project management skills.

WSU Vancouver students work in teams under faculty direction and with the support of seasoned business professionals. The end product is a business assessment, recommendations for achieving business growth and success and help with implementation.

## Consulting team roles and responsibilities

**Student teams** – business students taking courses specifically designed to address business issues

**Mentors** – seasoned business professionals who work with the client to clarify their needs, facilitate interactions with student teams, and monitor follow-up efforts

**Instructors** – business faculty who lend their expertise and advice to the student teams

**Advisors** – recent business graduates who work with student teams to ensure project quality

**MAP Manager** – manages the project from recruiting clients to monitoring project partners

## How we do it

Clients are selected 1–2 months prior to the start of the term. Clients are matched with mentors who clarify the project's scope and objective, and facilitate interactions between the client and the student team.

Students conduct the business analysis throughout a 16-week semester with guidance from their mentor, instructor and advisor.

Advisors manage the timeline and ensure a high-quality project report.

Students make a final presentation to the client, mentor, instructor and advisor.

The mentor works with the client to review and implement the student team's recommendations for several months after the final presentation.

## Our very best clients

- Have needs that match student learning goals
- Have been in business 3–5 years
- Are preparing to move to the next level of business growth
- Have the potential to create local, living-wage jobs
- Can commit 10 hours over the course of a 16-week semester beginning in January or August

