HELP YOUR CLIENTS thrive and grow

Refer your small business clients to WSU Vancouver’s Business Growth Mentor and Analysis Program and give them a resource that will help them find ways to grow their business.

OUR STUDENT CONSULTANCY FITS A RANGE OF NEEDS:

- **Growth assessments** – For organizations looking to grow or take their business to the next level. This is a holistic assessment of the business to find ways to improve and capitalize on opportunities.

- **Startup assessments** – For early-stage entrepreneurs who have a feasible business and need help creating and validating a business model.

- **Marketing assessments** – For existing organizations looking for marketing analysis and planning that includes recommendations for the marketing mix (product, pricing, channels of distribution and communications).

- **Internal controls assessments** – For existing organizations looking for an evaluation of business processes (used to ensure the accuracy and validity of financial statements). Accounting students will determine what’s present and what’s missing and will offer recommendations.

Participating companies invest about 12 hours over the course of the 16-week semester. In return, they receive about 500 hours of free consulting services from students and business professionals.

Business Growth MAP’s student consultancy helps small businesses while providing educational opportunities for WSU Vancouver students. It’s free, confidential and requires a minimal time investment for participating clients.

More than 90 percent of clients give student work—both the analysis and recommendations—a good or excellent rating.

**PAST CLIENTS SAY**

“I was most impressed by the creativity, professionalism and ultimately, the specific recommendations of the MAP team. Going through this program was profoundly helpful to me as a business owner.”

“Only students would have such a fresh perspective. We gleaned some things out of it we just wouldn’t have thought about.”

“The exciting energy and dedicated focus shared with the team members and their mentor. They were all serious and mission-oriented. It was a genuine pleasure to be in their company, and to have them on my side. Overall, this was a fabulous experience.”

**EASY CLIENT REFERRAL PROCESS**

If you have a client who is interested, simply have them contact the Business Growth MAP manager at 360-546-9533 or bgmap@wsu.edu.
Who’s ready for the student consultancy?

Generally, the organizations best suited for our student team projects are preparing to move to the next level of growth. But we also conduct assessments for companies with certain other needs. We prefer to work with companies that are scalable and are looking to create jobs in the region.

Each assessment type has specific requirements for participating companies.

**GROWTH ASSESSMENT REQUIREMENTS:**
- At least three years old
- Three years of revenue and financial statements available for analysis.
- Employees (contractors, part-time and/or full-time)

**STARTUP ASSESSMENT REQUIREMENTS:**
- A demonstrated or viable product for which there is a defined market
- A prototype (if product-based company)
- A core management team in place and/or one individual dedicated full-time to the business

**MARKETING ASSESSMENT REQUIREMENTS:**
- At least three years old
- Three years of revenue and marketing budget information (if available) for analysis.
- A customer base and contact information for a customer survey
  
  *(The survey is approved by the client and administered in cooperation with client.)*

**INTERNAL CONTROLS ASSESSMENT REQUIREMENTS:**
- At least three years old
- A computerized environment
- Employees (contractors, part-time and/or full-time)

**TIME COMMITMENT**

Clients must be willing to commit at least 12 hours over the course of a 16-week semester, either August to December or January to May.

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1. We prefer that organizations provide three years of company or CPA-prepared financial statements and tax returns and have the ability to produce quarterly financials. Organizations that do not have this ability can still be considered for the program and may get help creating financial statements from our accounting students.

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**SERVING THE COMMUNITY**

Business Growth MAP’s student consultancy is a “win-win” that provides practical experience for students while offering analysis and consulting to small businesses. Local organizations can also access more resources through our monthly small business forums and co-horts.

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**INTERESTED? CONTACT US.**

Call 360-546-9533, email bgmap@wsu.edu or visit business.vancouver.wsu.edu/bgmap.