



Student Consultancy Projects

Institute for **Entrepreneurship**
and **Enterprise Development**

THE LANCASTER PATHFINDER APP...

The brief was flexible so different teams interpreted it differently. Each team pitched to the client and the scope given by the successful team was a Cycling/Walking app to routes around Lancaster.

The project: After generating interest for their concept from several potential clients, they worked with a stakeholder to select the routes. On their road-testing phase they took notes and used helmet cams to record video footage of each route. Key landmarks were photographed and information recorded on the history of different buildings. The team's biggest challenge was getting a developer on board, particularly with their very limited budget. After much searching, they enlisted the help of Chris Owen, a third-year Computer Science and Multimedia student who also works freelance on android development. His talents proved central to bringing the plans to fruition.

What the client says: *"It's a really nice, slick, easy-to-use interface and looks very professional,"* says Darren Axe, Co-ordinator of Green Lancaster. *"I'm impressed that in a short period of time the students have been able to get the project together, bring a developer on board, and create a product that works very well and is available for people to use right away."*

PROJECT MANAGEMENT

Project failures are rarely down to technical factors alone – human and organisational factors often play a major role. Even the most simple projects are full of ambiguity and flexibility. That is why whatever your business issue is, having a group of postgraduate students manage it and consulting with you could help make it a great success.

Our postgraduate students studying MSc Project Management are adept at addressing business issues and formulating a plan to address it.

The world of business is full of variety, and we know that interesting and challenging projects can come from anywhere. Below are just a few examples of previous projects:



- Planning the relocation of an industrial facility
- Planning an event to raise awareness of a new brand
- Developing a strategic report for an arts organisation
- Developing a stakeholder management plan for a complex organisation
- Outsourcing and management of a cycling app for phones

As the student groups work on a consultancy basis, they will carry out the majority of the work from Lancaster University so no direct day-to-day supervision will be required and you will not need find office accommodation for them, unless being on site would benefit the project.

COSTS

With no fee, student projects are highly **cost-effective**. Any major costs resulting from the work carried out are identified and agreed as part of the planning stage. In addition, we request that clients reimburse the students for out of pocket expenses directly resulting from the project (e.g. travel to visit sites).



Screen-shot of the Lancaster Pathfinder App developed via a Student Project

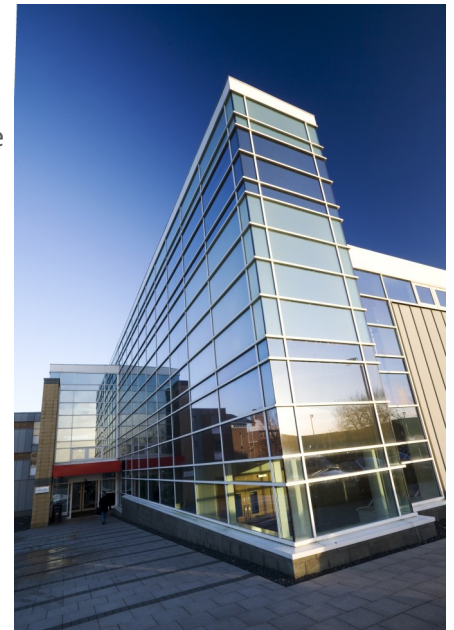


OVERVIEW

You will be invited to a speed networking event in April, where the student groups will each have a few minutes to pitch why you should pick them and you pitch why they should pick you. Clients and students then rank their choices and, if selected to proceed, you will **meet your student team** to refine your business requirements and discuss the brief. In the following 3 weeks the team will agree the plan with you, covering what will be done given the resources available (budget/time/ information). The students will then be dedicated to **working on your project over a seven-week period**. This equates to **approximately 500 hours' work for a three person team**.

In **August** you will be invited back to Lancaster University for a summary presentation and will **receive a report** on the work carried out.

A **Guidebook** will help you prepare for engaging in the project and provide a source or guidance along the way. The Institute for Entrepreneurship and Enterprise Development (IEED) will be available throughout the project to answer any questions you may have.



IMPORTANT DATES

- **07/03/2014 :** **Application deadline**
- **28/04/2014:** **Speed Networking Event.**
- **30/04/2014:** **Meet your student team to discuss deliverables**
- **30/04/2014 - 20/05/2014:** **Project Planning phase**
- **16/06/2014 - 01/08/2014:** **Execution phase**
- **04/08/2014 - 06/08/2014:** **Project presentations & Final Report**

Please ensure you have the time to engage with the students in line with the schedule above.

ELIGIBILITY & HOW TO APPLY

If your organisation is B2B, has less than 250 employees and less than £40 million turnover, then please get in touch. To have help with diagnosing your needs or to request an application form, please contact our Business Liaison Officer on **01524 510728** or email **ieedprojects@lancaster.ac.uk**.

Applications will be accepted until **7th March 2014** but it is recommend to submit prior to this deadline.