

Cambridge Judge Business School

Cambridge MBA

CLIENT BRIEFING NOTES

Including the Project Terms and NDA

September – December 2017



UNIVERSITY OF
CAMBRIDGE
Judge Business School

The **Cambridge**MBA

Cambridge Venture Project – Why join us?

Market research is a central function for any business and often under-resourced in small and new ventures. The Cambridge MBA offers companies a chance to work with a team of mature business professionals on a key market issues facing their organisation.

Cambridge Venture Project – Testimonials of value creation

“We gave the team a very broad brief - new company, new market. The students produced a very useful piece of work for us, understanding all tech implications. They gave us three options with pro's and con's, which we can bear in mind over the coming years. I liked the way team conducted the interviews, then used the 'gestalt' of those to inform their hypothesis and further. They did a great job.”

Pilgrim Beart, 1248,

“The project has been incredibly valuable to us. The team was very quick to understand both Emmaus and the project requirements and as a client the initial meetings were very insightful, with the team members sharing their experiences and bringing them to bear on the project. The passion from the team and their desire to help Emmaus was fantastic.”

Alexandra Cubitt, Emmaus

“This was a difficult project to undertake in a complex environment within a short time period. The team produced a comprehensive model and found multiple value propositions..... The team were great to work with, professional attitude and all members contributed over the course of the project”

Chris Shelley and Lynn Golding, Sentec,

Summary of key dates

CVP 2017 Key Dates	
Deadline for Proposal Submission	5 September
Selected CVP companies notified by (via email)	5 October
Students formal introduction to clients (via email)	5 October
Client Briefing Meeting and Reception Cambridge Judge Business School	12 October (17:30 – 21:00)
Project Initiation Document submission date CVP Begins	30 October
CVP Final Presentations Cambridge Judge Business School	4-7 December

Cambridge Venture Project overview

The Cambridge Venture Project (CVP) is an integral part of the Cambridge MBA. It is the first 'live' project for the core MBA programme, in which a team of four/five Cambridge MBA students are assigned to work with a company/organisation or entrepreneurial venture to estimate the potential market for a new product or service.

For the client, the CVP is an opportunity to work with a team of mature Cambridge business students with diverse backgrounds and market analysis skills at no cost. For students this is an excellent way to gain insight into the challenges faced when starting a new venture and the difficulties of working in small and new teams.

From a teaching perspective, the key learning outcome of the CVP is to develop team and client management skills. The CVP provides the opportunity for students to apply the tools they are being taught in the Management Praxis course to their CVP group work.

We are inviting interesting, challenging market research proposals from clients who have a genuine interest in the problem and are prepared to commit time and energy to the MBA team.

The CVP client

As a CVP client, you are required to have regular face to face meetings with your CVP team which is based in Cambridge. Your company should have at least 4 full-time employees, a product, treatment or service for which you may want to:

- investigate market opportunities for a new product, service or treatment;
- evaluate consumer behaviour and competitive forces in relation to these, using qualitative and quantitative analysis techniques;
- generate insights into potential business strategies, opportunities for commercialisation and possible routes to market.

CVP clients can be based outside Cambridge. Clients are required to attend the CVP Client Briefing on 12 October at 17:30 and the CVP final presentations (one hour slot) between 4-7 Dec at the Business School.

Read what our CVP partners have to say about the CVP:

www.jbs.cam.ac.uk/projects/cvpfeedback.html.

The Cambridge MBA student team

Cambridge MBA students come to us from more than 40 countries, all with excellent qualifications and an average of seven years work experience. The CVP teams, comprising of four/five MBA students, are deliberately constructed as diverse teams. CVP teams have a reputation for delivering fresh, objective and robust results of real practical value. You have the opportunity to tap into this unrivalled pool of expertise - professional consulting at a fraction of the cost!

Agreeing the project brief

Once your project is selected, you will be introduced to your team on 5 October via email. Your team members will then contact you to introduce themselves. On 12 October all CVP clients are invited to the Business School to meet their teams and project mentors, and to begin scoping the project.

As the students work on the CVP alongside their other lectures and assignments, we encourage them to contain the project by focussing on one over-arching question, with actionable and deliverable results. Based on your discussions, the students will produce a mutually agreed Project Initiation Document (PID) which will form the basis of their work. The deadline for PID submission is 30 October 2017.

Developing the project brief is an important part of the team's learning. Students are expected to work with you to:

- Agree on the over-arching question on which they should focus
- Set the context and agree the expectations
- Consider the resources available to the team and how to make best use of them
- Look at the type of research needed to deliver the brief and agree what information and resources will be needed from you (data, contacts, facilities, budget, etc.)
- Consider risks and how to mitigate them
- Produce a detailed project plan and timetable

Team mentors

Each team is assigned a mentor who will help focus their efforts. Mentors are seasoned business people and entrepreneurial alumni of the Business School assigned to your project. Their role is to offer constructive criticism to the team and to guide the students during the project.

Client briefing session and reception

A CVP Briefing and Drinks Reception will be held at 17:30-21:00 on 12 October at Cambridge Judge Business School where your attendance is a prerequisite.

The Director of MBA Programme will set the expectations of the CVP in a client briefing session at 17:45-18:15. You are then invited to meet your teams between 18:15-19:30 followed by a drinks reception from 19:30-21:00.

The project begins

Once the PID is signed off by clients, mentors and students and submitted on the 30 October, teams can formally begin their project. It is assumed that the team of five will work for a total of about 160 hours over the duration of the project, 21 project days in total as a team until the final presentation date in December. We ask that client contacts are accessible during this period to promptly answer any queries in your area of expertise. Alongside working on their CVPs, students are also expected to attend lectures and complete other assignments. We hope you will understand that they are not allowed to miss any lectures to complete project work and will have to arrange to meet clients outside the MBA timetable.

Deliverables and Assessment

The deliverable is a 20-minute presentation of the team's findings followed by 20 minute Q&A and debrief. The presentations will take place over Mon-Thurs, 4- 7 December at Cambridge Judge Business School in the presence of you, the team mentor and two members of faculty. Your team will book an hour's slot to suit your schedule that week.

Your attendance to your team's final presentation is mandatory. We will ask you to complete a project feedback document after the presentation on your team's performance.

Resources required

All clients assign a sponsor, and another point of contact, who should be available over the duration of the project to guide and advise the students and respond to any queries in a timely manner. The time the sponsor spends on the project will vary depending on its nature and scope, but the average is around three days over the two-month period. We generally find that clients get out of these projects what they put into them, so we recommend establishing weekly update meetings to ensure that the project is on track and to identify early any outstanding issues or difficulties. Most of the work will be conducted off-site and you are welcome to meet your team at Cambridge Judge Business School.

There is no fee for the work but client companies are expected to meet all expenses associated with the project, including phone calls, which we will charge at cost. Expenses are rarely more than a few hundred pounds for the team. Please make sure that both you and the student team understand and agree in writing the expenses you are prepared to meet in your PID. Students must not incur expenses without your prior approval, and we ask that expenses are reimbursed promptly.

Data and company information

A list of databases and industry information available to our students can be seen at www.jbs.cam.ac.uk/infolib. Please provide any other company or industry specific data relevant to your project as early as possible to enable the team to manage their assignment effectively.

Confidentiality

All students and mentors sign a confidentiality agreement (included in attached Projects Terms document) before they begin the project. The Projects Terms document details the conditions under which our projects are undertaken; we ask you to read these carefully and confirm your acceptance of the terms when you submit your proposal.

Please note that students are expected to abide by ethical guidelines in the consultancy projects and for this reason are required to identify themselves and their client company when seeking to obtain information from third parties.

Submitting your proposal

If you would like to submit a proposal for the CVP, please complete and return the attached proposal form or use the online form on our website:

www.jbs.cam.ac.uk/projectproposal.html

Proposals must be submitted by 5 September and we will let you know 5 October whether we have found you a team. The CVP is hotly contested and invariably over-subscribed; we cannot guarantee that all proposals submitted will be assigned a team.

For any other enquiries and further information please contact:

Contact details

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Website: www.jbs.cam.ac.uk/projects

Project Terms

Please ensure that you have read, understood and agreed to the following Cambridge Venture Project (CVP) Client Terms before you submit a CVP proposal.

- All projects are undertaken by students of Cambridge Judge Business School as part of their MBA course. As our students are not employees of the University of Cambridge, neither the University nor Cambridge Judge Business School can enter Agreements on their behalf, nor can we take any liability for their actions.
- Our students all sign confidentiality agreements (Appendix A below) and we are not able to enter any other agreement on their behalf. Our projects are undertaken as part of an educational programme and are examined by supervisors and examiners appointed by the University of Cambridge. All supervisors and examiners are bound contractually and in common law to keep confidential any confidential information disclosed to them in the supervision and examination of the projects.
- Our projects are student educational projects and should be seen in this context. The work does not constitute professional advice and no warranties are made regarding the information presented. Neither the authors nor Cambridge Judge Business School and its faculty accept any liability for the consequences of any action taken as a result of the work, or any recommendations made or inferred.
- Students are required to declare their association with Cambridge Judge Business School and with their client when collecting information from other organisations.
- Clients are expected to attend their team's one hour presentation between Mon 4 -Thurs 7 December held at Cambridge Judge Business School. Clients will be asked to give feedback to the academic supervisor on the conduct of the work.
- For the benefit of our clients, the intellectual property rights to the work undertaken and/or the deliverables produced rest in the client. We do ask that if you publish the findings of the deliverables, you accredit the students wherever possible, and state that work done was conducted as part of the Cambridge Judge Business School MBA Students Project, CVP 2017.
- No fees are charged, but all expenses incurred in the execution of the project must be met by the host company and paid directly to the students. The client is required to submit a project expenses code or otherwise demonstrate that funds and procedures are in place to ensure prompt payment.
- All companies must assign a named sponsor and a second point of contact who will be available over the duration of the project to advise and guide the students. They must provide the agreed resources, data and facilities to enable the students to complete the project effectively.

Please confirm that you have read, understood and accept the above terms and the following confidentiality agreement as a host company by checking the appropriate box in the Client Proposal Form.



(Appendix A) MBA General Confidentiality and Non-Disclosure Agreement

- signed by all MBA students / mentors

During the course of my studies/as a mentor on the MBA Programme at Cambridge Judge Business School, University of Cambridge, I am likely to discuss and have access to Information, Technology and Ideas that various companies participating in the Programme and Cambridge Judge Business School regard as confidential.

In consideration of my participation on the MBA Programme, I agree for the benefit of participating companies and the University of Cambridge that I will make all reasonable efforts to hold in strict confidence any Information, Technologies and Ideas that I am told in advance are confidential, and will not copy, reveal or disclose such Information, Technology and Ideas to any third party and that I will not use any such Information, Technology and Ideas for my own benefit or the benefit of any organisation with which I am affiliated now or in the future. I also agree to abide by such other rules and guidelines that Cambridge Judge Business School or the University of Cambridge may reasonably impose.

This Agreement shall not apply to any Information, Technology and Ideas which:

- at the date of this Agreement are in the public domain or subsequently come into the public domain through no fault of mine;
- were already known to me on the date of disclosure, provided that such prior knowledge can be substantiated;
- properly and lawfully become available to me from sources independent of the supplying party;
- are disclosed pursuant to the requirement or request of a governmental agency provided that in such event I shall inform you of the nature and extent of any disclosure so required.

This Agreement shall come into effect from the date below and the obligation under the Agreement shall remain in effect for a period of three (3) years.

This Agreement shall be subject to English law.

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