

# FOSTER MBA IN ACTION

## *Project Sponsor Guide*

**W**  
Virtual  
**Winter 2021**  
Proposals Due Nov 13

**SUBMIT YOUR PROJECT PROPOSAL HERE**

### Defining solutions to your critical business challenges

*Our first-year Foster MBA students will spend 10 weeks collaboratively executing a project to deliver you tangible actionable value.*

*Be aware, there is a \$3,450 nominal fee for engaging first-year Foster MBAs in a winter project, exempting nonprofit organizations.*

#### Eligible projects must...

- Focus on a **current business objective or challenge** with no existing solution
- Have a **finite and achievable scope** that can be completed in the timeframe with 5-6 MBA students dedicating 120 hours of effort each, inclusive of project set-up needs
- Have strong commitment from a primary and secondary **dedicated point of contact** with clear expectations for success
- Require **research, analysis and critical thinking** to define recommendations for written and oral delivery

#### Achieve success by...

- Clearly defining **scope and delivery expectations**
- Considering the **data, resources and skills needed** to execute the project
- Being **clear & direct in communications & sharing** experiences and lessons learned
- Allowing the team to be creative and use their **external perspective** to your benefit
- Providing opportunity for students to **meet colleagues and company leadership**
- **Reaching out** to our MBA Program staff ([mbascp@uw.edu](mailto:mbascp@uw.edu)) with questions and needs

### Approach & Timeline

- Commit to timely responsiveness and **weekly communications**
- Share and provide timely access to **tools, data and information** needed for execution
- While students drive the project, **offer advice and feedback** and be supportive

**Prep**

**WK 1**

**WK 2**

**WK 2-5**

**WK 5**

**WK 6-10**

**WK 10**

**Level-set:** 30-min virtual meeting to be scheduled between **Dec 7 to 18**

**Set-up:** Draft preliminary approach & timeline using project proposal

**Kickoff\*:** Agree scope, approach, timeline, and NDA if needed

**Execute:** Conduct research and begin analysis

**Update\*:** Discuss preliminary findings and observations

**Analyze:** Define recommendations and draft deliverable

**Deliver\*:** Present and submit final deliverable

Sponsors & Faculty

MBA Team

Sponsors & MBA Team

MBA Team

Sponsors & MBA Team

MBA Team

All

**January 4 - March 12**

*\* MBA Teams will coordinate meeting times with sponsors*