

"The way our STAR team shaped the challenge was fresh and focused, and their recommendations were even better."

Jen Renola, Merch Director
Nike Golf

"UNC's STAR program was well orchestrated and managed, required minimal time commitment, and, most importantly, provided relevant and practical analysis."

Mike Abary, Vice President
North America Consumer Business
at Lenovo

Engage STAR to Tackle Your Business Challenges

Are you looking for new ideas in revenue generation, product development or branding? Are you considering entering a new market and want to understand market trends and opportunities? Would an independent fact-based assessment of your plans help improve your strategy?

UNC Kenan-Flagler's STAR (Student Teams Achieving Results) program is an action-based learning program for MBA and undergraduate business students that matches corporate partner businesses, nonprofits and government agencies with a faculty-led team of the best and brightest students to solve a real, complex challenge faced by corporate partners. STAR has trained over 2,100 students in effective and efficient problem solving methods in over 350 projects since 2006.



3 ways to engage with our students

STAR
USA

STAR USA includes corporate partners with a domestic business challenge - companies are located in North Carolina, the U.S. or with a global reach.

STAR
VIRTUAL

STAR Virtual allows corporate partners and students to be located anywhere.

STAR
GLOBAL

STAR Global provides opportunities for multinational or global organizations to engage students on a global business challenge or opportunity. STAR Global teams consist of students who conduct the research on campus but also spend two weeks in a foreign country to conduct additional research and to make the final presentation.



Corporate Partner Benefits

A partnership with STAR offers corporate partners business insights based on the latest research developed by exceptional students. The project results in a set of evidence-based, innovative and actionable recommendations. STAR enables corporate partners to:

- ★ Engage with a team of six MBAs and undergraduates and an experienced faculty advisor.
- ★ Address a real business challenge at a fraction of the cost of comparable consulting firm services.
- ★ Experience ongoing learning for your employees by their exposure to consulting best practices.

Examples of Previous STAR Corporate Partners



LI & FUNG LIMITED



“It was invaluable to expand our team’s bandwidth with the help of the STAR team. They helped us explore vital topics, identified knowledge gaps and provided actionable recommendations.” – *Samira Zebian, ESPN W*



“There are tremendously talented young people that are coming through the UNC Business School and it was an honor for NASCAR to work with them.” – *Scott Warfield, NASCAR*



“It was great to see the team use their own personal networks and consumer experiences to add a human lens to the project and get to deeper insights that drove meaningful and actionable recommendations.” – *Janeen Sharpshair, P&G*

STAR

For more information contact:

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