



## Engage a STAR Student Team to Tackle Your Business Challenge

**A**re 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?

**Talk to us about how STAR - Student Teams Achieving Results - can help you!**

UNC Kenan-Flagler's STAR program matches teams of the brightest MBA and undergraduate business students with corporate partners, government agencies, and nonprofits to solve their ambiguous and complex challenges. Since 2005, over 2,400 students have crafted almost 450 data-driven and innovative recommendations for their corporate partners.

**“Fantastic work by a fantastic team. We at KIND were blown away by the thoroughness and quality of the work. We were equally impressed with how the STAR team operated in a highly collaborative fashion and with incredible enthusiasm.”**

**– MIKE BARKLEY, CEO  
KIND Healthy Snacks**

## Ten reasons why our corporate partners keep coming back to STAR

- 1 Engage with five to six exceptional and diverse business students matched based upon experience, aspirations and interests
- 2 Receive contributions from each student who spends an average of 10 hours per week on the business challenge for the semester (roughly 14 weeks)
- 3 Appreciate the dedicated faculty advisor, who may be a former consultant or executive industry leader
- 4 Learn from the students who receive extensive training in consulting, project and relationship management, and thought leadership
- 5 Recognize the efficient and effective student teamwork using the proven McKinsey TEAM FOCUS methodology
- 6 Maximize the extensive primary and secondary research completed by the students
- 7 Value the fresh, independent perspective offered around the business challenge
- 8 Receive innovative and actionable solutions to the business challenge
- 9 Collaborate with student teams face-to-face, or virtually from anywhere in the world
- 10 Receive the consulting services at a fraction of the cost of traditional consultancies



**“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  
Senior Director  
Marketing Strategy  
ESPN



**“We had a great experience with the STAR team. Not only did the team bring some really interesting thinking and insight to the project, but also they left us with a tool that we can bring back to the company.”**

– Richard Allison, CEO Domino's Pizza

# STAR

Start a conversation with us today about how STAR can help your company's performance.

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