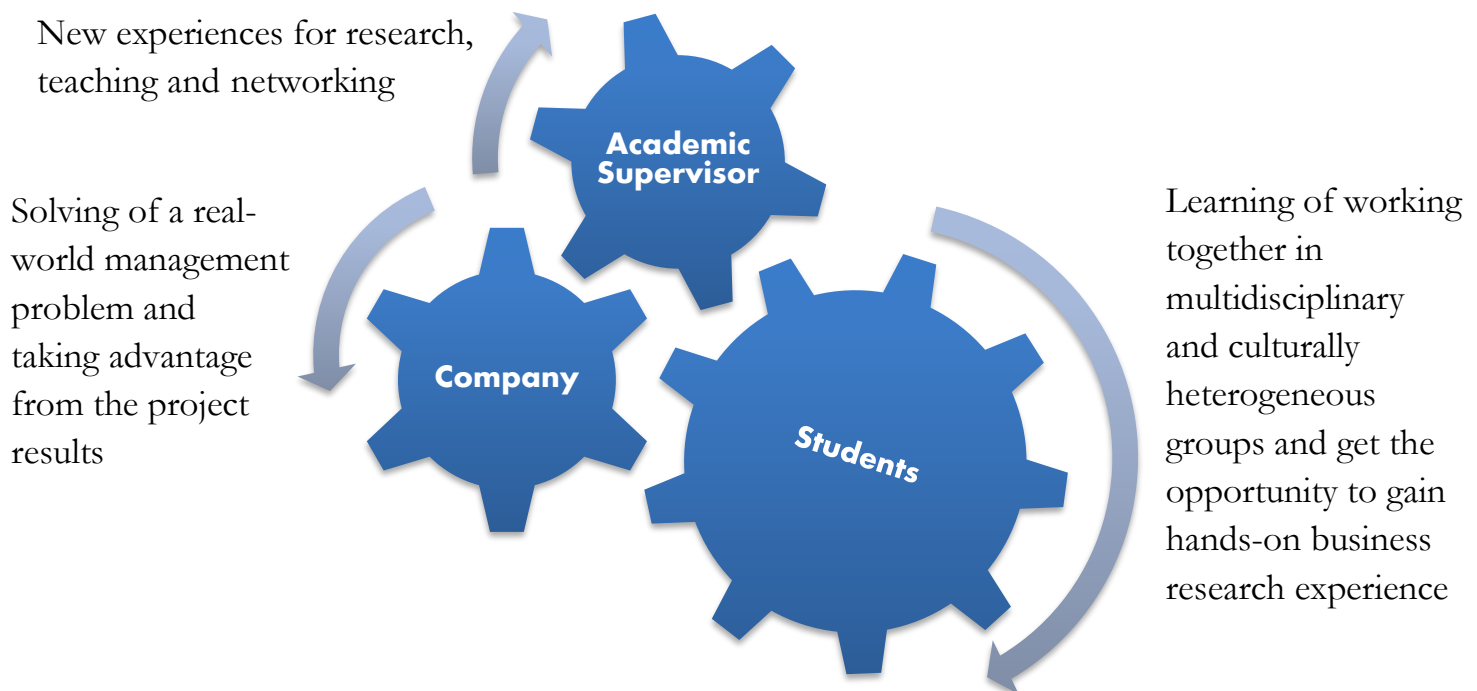


## Business Projects Overview

- CEMS programme requires the realization of a compulsory business project during Term 2 which represents 50% of the workload (**15 ECTS**);
- At the SGH Warsaw School of Economics projects run from March to end of May;
- Attendance of all the team members at kick-off meeting, mid – term presentation, final presentation, BP conclusion meeting is mandatory;
- Business Project is a part of the academic term during which students have compulsory classes. They are not hired by company as employees or interns (internship is a separate part of the CEMS degree);
- Projects will be conducted in 3-5 person teams;
- Project can be submitted to a confidentiality clause if required by company.

## Win-win-win concept



## Evaluation of Business Projects

- Company Business Project Coordinator(s) and SGH Academic Advisors supervise the project.
- The scope of work (similar to a half-time job), encounters calendar, intermediate reports, global timing and other practical details are defined by company (Company Business Project Coordinators) and SGH Academic Advisors.
- Business Project evaluation is based on:
  - an oral presentation
  - a written report (if required by the company).
- Company Business Project Coordinator(s) and Academic Advisors will evaluate the project on the basis of the written report and oral presentation. SGH Business Project Coordinator is responsible for grading the project.


Company & Contact Information	
Organisation Name	<a href="#">Grow Movement</a> (together with its charity entity: Grow Volunteer Consulting)
Primary Industry	Social Enterprise is committed to alleviating poverty by empowering entrepreneurs in developing countries through Remote volunteer business consulting. We work with impact entrepreneurs and small businesses.
Address	Grow Movement Ltd 86-90, Paul Street, London, England, United Kingdom, EC2A 4NE
Project Information	
Business Project Title (short clear title or statement)	"Strengthening Collaboration and Resource Mobilization for Impactful Youth Empowerment" For We Got Your Back NGO
Business Project objectives (describe the project and the desired outcome)	<p><b>Project Objectives:</b></p> <p>The project aims to strengthen the capacity of <b>We Got Your Back NGO</b> in the following key areas to enhance their sustainability and impact on youth empowerment and community development:</p> <p><b>Fundraising Strategy Development:</b></p> <ul style="list-style-type: none"> <li>Design a comprehensive fundraising strategy to diversify income streams and ensure financial sustainability.</li> <li>Implement best practices in donor engagement and retention, including leveraging digital platforms and campaigns.</li> </ul> <p><b>Partnership Development:</b></p>

	<ul style="list-style-type: none"> <li>Identify and cultivate strategic partnerships with government agencies, private sector entities, and like-minded organizations to expand the NGO's reach and resources.</li> <li>Establish frameworks for long-term collaboration and joint initiatives.</li> </ul> <p><b>Proposal Writing and Grant Acquisition:</b></p> <ul style="list-style-type: none"> <li>Build internal capacity to develop compelling grant proposals aligned with donor priorities and organizational objectives.</li> <li>Achieve a target increase in successful funding applications over the next fiscal year.</li> </ul> <p><b>Desired Outcome:</b></p> <p>By addressing these challenges, the NGO will enhance its operational efficiency, build stronger networks, and secure consistent funding. This will</p>
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	enable it to scale its impact, reaching more children and youth in underserved communities with tailored programs in education, psychosocial support, and social inclusion
<b>Business Project background information and key challenges</b>	<p><b>We Got Your Back NGO</b> is a nonprofit organization dedicated to empowering children and youth in underserved communities through education, psychosocial support, leadership training, and social inclusion initiatives. The organization is committed to creating a supportive and inclusive environment that fosters holistic growth, builds resilience, and unlocks the potential of young individuals.</p> <p>Through its programs, <b>We Got Your Back</b> promotes equitable access to education, supports teen mothers, addresses gender-based violence, and advocates for the rights of individuals with disabilities. It collaborates with local communities, schools, government agencies, and like-minded NGOs to deliver transformative social change.</p> <p>Despite its commendable efforts and achievements, the organization faces challenges in sustaining and scaling its impact, particularly in the areas of resource mobilization, collaboration, and operational capacity</p> <p>The key challenges faced by <b>We Got Your Back NGO</b> include:</p> <ol style="list-style-type: none"> <li>1. <b>Fundraising Constraints:</b> The organization struggles with limited fundraising sources, relying heavily on a few income streams and lacking advanced fundraising strategies to tap into emerging opportunities such as digital crowdfunding</li> <li>2. <b>Partnership Development:</b> While collaboration is a priority, the NGO faces difficulties in identifying and maintaining strategic partnerships, which limits its capacity to scale and broaden its impact</li> <li>3. <b>Proposal Writing and Grant Applications:</b> The organization needs more capacity in proposal writing to create donor-aligned, compelling proposals. This challenge affects its ability to secure grants and sustain its initiatives</li> </ol>
<b>Expected deliverables (describe what deliverables do you feel)</b>	<b>The expected deliverables for the project include:</b>
<b>would confirm the project was a success)</b>	<ol style="list-style-type: none"> <li>1. <b>Fundraising Strategy:</b> Development of a diversified strategy to secure multiple income sources, to add at least three new funding streams in the next year</li> <li>2. <b>Strategic Partnerships:</b> Establishment of at least five new partnerships that align with the organization's mission, measured by signed MOUs or partnership agreements</li> <li>3. <b>Proposal Writing Capacity:</b> Creation of proposal templates and staff training in grant writing, to submit at least five proposals and secure funding for three of them within six months</li> <li>4. <b>Monitoring and Evaluation Framework:</b> A system to track fundraising and partnership progress, ensuring continuous improvements</li> </ol>

	These deliverables will ensure that We Got Your Back NGO enhances its financial sustainability, builds strategic alliances, and expands its impact.
<b>Planned Timeline (your project timeline should be in line with the proposed timeline of our school, see Business Project Mapping)</b>	<p>14-16 weeks with the project expected to start mid-February as per SGH Project Mapping.</p> <ul style="list-style-type: none"> <li>• <b>Kick off meeting:</b> between February 21 and March 7</li> <li>• <b>Mid-term presentation:</b> mid April</li> <li>• <b>Final Presentation:</b> by end of May</li> <li>• <b>BP conclusion meeting:</b> June 3 TBC</li> </ul>
<b>Are any specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.</b>	We are looking at Business Masters related, and English Language speakers students who are motivated with development and business, strategy, marketing and financial students would be great but happy to be flexible.
<b>Confidentiality:</b> <b>Are students required to sign a non-disclosure agreement?</b>	<ul style="list-style-type: none"> <li>• Yes</li> <li>• No</li> </ul>
<b>Other requirements and information about the project that you would like to share at this stage</b>	<p><b>We are delighted to share with the students our program Methodology &amp; consulting process:</b></p> <ul style="list-style-type: none"> <li>• <b>Understanding the Business and Building a rapport:</b> The students and client will outline a consulting plan and area of focus to identify goals and activities to occur during the consulting period. The consulting plan will serve as a guide. Through dialogue and feedback, activities will be modified as needed with a continued focus on improving business outcomes in the primary area of focus.</li> <li>• <b>Delivering on Key Objectives:</b> After getting to know the business owner, learning more about their business, and working together to lay out key objectives for your consulting sessions, the students will transition into working with the entrepreneur to make progress towards achieving the goals laid out.</li> <li>• <b>Grow Movement Project Managers:</b> Grow Movement will provide some on-ground project managers to support the students.</li> </ul>

## Company & Contact Information


Organisation Name	Hilti
Primary Industry	Construction
Company logo	 X-border

## Project Information

Business Project Title (short clear title)	<b>Improving OPEX management through an optimized purchase cycle</b>
Business Project objectives (describe the project and desired outcome)	<ol style="list-style-type: none"> <li>1. Analyze the current indirect materials purchasing process across each E5 Market Organization (including purchase order creation and approval, invoice validation, and expense tracking).</li> <li>2. Conduct an internal and external benchmark to identify best practices, drawing insights from other Hilti regions and potentially other leading companies.</li> <li>3. Develop a proposal for a standardized purchasing process and strategic management of indirect spending for all E5 Market Organizations.</li> </ol>
Business Project background information and key challenges	<p>The project aims to optimize the indirect materials purchasing cycle across all E5 MOs by reviewing current processes, benchmarking best practices, and proposing a standardized approach. The goal is to improve efficiency, enhance compliance, and strengthen OPEX management and financial transparency.</p> <p><b>Key Challenges:</b></p> <ol style="list-style-type: none"> <li>1. <b>Fragmented Processes:</b> Inconsistent purchasing cycles across E5 MOs.</li> <li>2. <b>Compliance Issues:</b> Differing compliance standards across regions.</li> <li>3. <b>Standardization Across Regions:</b> Aligning diverse regional practices with a unified approach.</li> </ol>
Expected outcome (describe what outcomes do you feel would confirm the project was a success)	<p>The outcome will deliver significant value to all E5 MOs, driving substantial improvements across the organization. Success will be defined by a more streamlined process, enhanced compliance, optimized OPEX management, and increased transparency.</p>

	<i>*E5 = Eastern Europe (Czech Rep., Poland, Hungary, Slovakia, Baltics, Ukraine)</i> <i>*MO = Market Organization (= country)</i>
<b>Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)</b>	The specific timeline will be determined at a later stage.
<b>Final outcomes will be in the form of:</b>	Extensive Power Point presentation and written report
<b>Expected number of students for the project</b>	At least one native speaker from each of CZ/SK, HU and PL (7 students in total – 3 SGH, 2 VŠE, 2 Corvinus)
<b>Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.</b>	At least one native speaker from each of CZ/SK, HU and PL
<b>Confidentiality:</b> <b>Are students required to sign a non-disclosure agreement?</b>	Yes
<b>Other requirements and information about the project that you would like to share at this stage</b>	All information has already been shared at this stage.

### Company & Contact Information

<b>Organisation Name</b>	McKinsey & Company Polska
<b>Primary Industry</b>	Management Consulting
<b>Company logo</b>	

### Project Information

<b>Business Project Title (short clear title)</b>	#SpeedUpSocialMobility – How can Mckinsey improve its First Generation student recruiting?
<b>Business Project objectives (describe the project and desired outcome)</b>	<p>Students will exclusively focus on first-generation students, meaning students who are the first person in their immediate family to study at a university. It is especially important to receive a perspective from students outside the core business school environment.</p> <p>Students will exclusively focus on specifics of the country they are conducting the BP in (i.e., the team from Stockholm</p>

	<p>School of Economics will focus on first-gen students in Sweden).</p> <p>Global: Expanded knowledge on first-gen students, their struggles and existing support initiatives Local: Clear recommendations for recruiting regarding how to reach first-generation students and support them during the application/ interview process</p>
<b>Business Project background information and key challenges</b>	<p>McKinsey &amp; Company is a global management consulting firm that serves a broad mix of private, public, and social sector institutions. We help our clients make significant and lasting improvements to their performance and realize their most important goals.</p> <p>Project steps and guiding questions (i.e., directions of thoughts during BP) 1. Understand country's/region's first-gen status quo: □ What are the current statistics when it comes to first generation students (e.g. share of first-gen students in universities) and how does it influence your country's/ region's competitiveness (What number of talents is society losing through not providing enough support)? □ What are the factors influencing social mobility? □ What initiatives and organizations (NGOs, private companies, governmental) exist for First Gen students? 3. Provide recommendations to improve first-gen recruiting: □ How can McKinsey best reach First Gen students. What are the best ways to make them aware. □ How can McKinsey encourage First Gen students to apply and support them through-out the interview process? □ What are best practices that other companies are doing?</p>
<b>Expected outcome (describe what outcomes do you feel would confirm the project was a success)</b>	<p>Students will (1) create an overview of the status of first-gen student, social mobility and existing support for first-gen students and, (2) develop a perspective what hinders First Gen students to get an offer from McKinsey and (3) provide recommendations on how McKinsey can best reach first-gen students and support them through the application process</p>
<b>Planned Timeline (your project timeline should be in line with the proposed timeline of our school – already put forward)</b>	<ul style="list-style-type: none"> <li>• <b>Kick off meeting:</b> between February 21 and March 7</li> <li>• <b>Mid-term presentation:</b> mid April</li> <li>• <b>Final Presentation:</b> by end of May</li> <li>• <b>BP conclusion meeting:</b> June 3 TBC</li> </ul> <p><i>Note: Exact dates and location TBC with McKinsey and SGH representatives</i></p>
<b>Final outcomes will be in the form of:</b>	<ul style="list-style-type: none"> <li>• Oral presentation to McKinsey representatives</li> <li>• Written presentation in PowerPoint format</li> </ul>
<b>Expected number of students for the project</b>	4-6 students per group
<b>Are there specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to</b>	<p>It would be beneficial to have team members who are fluent in the local language. Therefore, we recommend that ~50% of the team be proficient in Polish to ensure understanding of the local market.</p>

accommodate your request but cannot guarantee it.	
<b>Confidentiality:</b> Are students required to sign a non-disclosure agreement?	Yes
<b>Other requirements and information about the project that you would like to share at this stage</b>	<ul style="list-style-type: none"> <li>The #SpeedUpSocialMobility Business Project is an international initiative, with similar projects being conducted in ~10 countries</li> <li>McKinsey consultants will be available for bi-weekly alignment and problem-solving sessions (specific dates TBC) with the student teams via Zoom, with some meetings potentially taking place at the McKinsey Warsaw office</li> </ul>

Company & Contact Information	
Organisation Name	<a href="#">Grow Movement</a> (together with its charity entity: Grow Volunteer Consulting)
Primary Industry	Social Enterprise is committed to alleviating poverty by empowering entrepreneurs in developing countries through Remote volunteer business consulting. We work with impact entrepreneurs and small businesses.
Address	Grow Movement Ltd 86-90, Paul Street, London, England, United Kingdom, EC2A 4NE
Project Information	
Business Project Title (short clear title or statement)	<b>Trampo Technologies: Transitioning to E-Mobility: Strategic Growth &amp; Operational Excellence</b>
Business Project objectives (describe the project and the desired outcome)	<p><b>Project Description:</b> This project focuses on supporting the transition of a logistics-focused business into an e-mobility solutions enterprise, targeting SMEs and informal transporters. It will involve strategic advisory to refine the business model, financial modelling to ensure economic feasibility, and fundraising support, including preparing an investor-ready data room. Additionally, we seek to address human resource planning to align talent with the business's evolving needs. The ultimate goal is establishing a scalable and impactful e-mobility solutions framework that drives innovation and sustainability.</p> <p><b>Desired Outcomes</b> could be around these areas:</p>

	<ul style="list-style-type: none"> <li>• <b>Strategic Clarity:</b> Develop a refined business model that aligns with the transition to e-mobility solutions while meeting the needs of SMEs and informal transporters.</li> <li>• <b>Financial Sustainability:</b> Complete a robust financial model to evaluate the economic viability and forecast growth under various scenarios.</li> <li>• <b>Fundraising Success:</b> Prepare a comprehensive investor data room to attract funding and partnerships essential for scaling operations.</li> </ul>
	<ul style="list-style-type: none"> <li>• <b>Operational Efficiency:</b> Implement a human resource plan that ensures the business is equipped with the right talent for e-mobility innovation and service delivery.</li> <li>• <b>Impact Measurement:</b> Define metrics and tools to monitor and communicate the business's environmental, social, and economic impact during and after the transition.</li> </ul> <p><b>We are looking for practical great insights and engagement</b></p>
<b>Business Project background information and key challenges</b>	<p>Trampo (<a href="#">Pitch Deck</a>) is a logistics company that leverages technology to enable small and medium-sized businesses in Africa to access a wide variety of reliable, affordable, and good-quality Truck logistics services with ease and convenience while making Logistics efficient for operators.</p> <p>The company is undergoing a pivotal transition from a traditional logistics-focused business model to an e-mobility solutions provider. This shift aligns with global trends toward sustainable and innovative transportation solutions, aiming to address the growing demand for environmentally friendly alternatives. By focusing on serving SMEs and informal transporters, the company seeks to unlock new market opportunities and foster inclusive growth. The transition is driven by the need to adapt to technological advancements, changing customer preferences, and increasing environmental regulations.</p> <p>E-mobility solutions represent a significant growth area, particularly in emerging markets where informal transporters and SMEs form a critical part of the economy. These stakeholders often face challenges such as limited access to affordable, sustainable transport options and difficulty integrating into formal business frameworks. The company aims to bridge these gaps by providing scalable e-mobility services tailored to these market segments.</p> <p><b>Key Challenges:</b></p> <ol style="list-style-type: none"> <li>1. <b>Strategic Realignment:</b> Defining a clear and comprehensive roadmap to pivot from logistics to e-mobility while maintaining operational stability.</li> <li>2. <b>Financial Modeling:</b> Developing accurate financial models to validate the feasibility of the new business model and demonstrate long-term sustainability to stakeholders.</li> </ol>

	<ol style="list-style-type: none"> <li><b>Funds raising Challenges:</b> Securing investment through the creation of a compelling investor data room and building investor confidence in the new direction.</li> <li><b>Human Resource Alignment:</b> Recruiting and training personnel with the skills required to support the e-mobility business and fostering a culture of innovation.</li> <li><b>Market Penetration:</b> Establishing a presence in a competitive and rapidly evolving e-mobility market while catering to the unique needs of SMEs and informal transporters.</li> <li><b>Customer Awareness and Adoption:</b> Educating target customers about the benefits of e-mobility and encouraging adoption among SMEs and informal transport operators.</li> </ol>
<p><b>Expected deliverables (describe what deliverables do you feel would confirm the project was a success)</b></p>	<p>Key Areas of Focus could be selected from the below example: Students are free to choose 3-4 areas and the success of the project will be confirmed through the following deliverables:</p> <ol style="list-style-type: none"> <li><b>Strategic Advisory Roadmap</b> <ol style="list-style-type: none"> <li>A detailed and actionable strategic roadmap outlining the steps for transitioning from a logistics-focused business to an e-mobility solutions provider. <ul style="list-style-type: none"> <li>Milestones for implementation and clear metrics to measure success over time.</li> </ul> </li> </ol> </li> <li><b>Financial Models</b> <ol style="list-style-type: none"> <li>Comprehensive financial models demonstrating the economic viability and profitability of the new e-mobility business line. <ul style="list-style-type: none"> <li>Sensitivity analyses to anticipate risks and propose mitigation strategies.</li> </ul> </li> </ol> </li> <li><b>Investor Data Room</b> <ol style="list-style-type: none"> <li>A well-organized and professional investor data room containing all necessary documents for fundraising. <ul style="list-style-type: none"> <li>Key components include a pitch deck, business plans, financial projections, and legal documents.</li> </ul> </li> </ol> </li> <li><b>Human Resource Plan</b> <ol style="list-style-type: none"> <li>A recruitment and training plan tailored to the needs of the e-mobility sector. <ul style="list-style-type: none"> <li>Role descriptions and competency frameworks for critical positions.</li> </ul> </li> </ol> </li> <li><b>Fundraising Plan</b> <ol style="list-style-type: none"> <li>A list of potential investors with tailored approaches to each, including key messaging and value propositions. <ul style="list-style-type: none"> <li>A timeline for fundraising activities and updates on investor engagement.</li> </ul> </li> </ol> </li> <li><b>Market Penetration Strategy</b> <ol style="list-style-type: none"> <li>A comprehensive strategy for entering and scaling in the e-mobility market, with a focus on SMEs and informal transporters.</li> </ol> </li> </ol> <p>○A customer acquisition and retention plan.</p> <ol style="list-style-type: none"> <li><b>Customer Education Framework</b></li> </ol>

	<ol style="list-style-type: none"> <li>1 Tools and resources for educating target customers about e-mobility benefits. <ul style="list-style-type: none"> <li>○ Strategies for overcoming resistance and driving adoption among SMEs and informal operators.</li> </ul> </li> <li>8. <b>Final Report and Presentation</b> <ol style="list-style-type: none"> <li>1 A complete report summarizing all findings, strategies, and recommendations. <ul style="list-style-type: none"> <li>○ A presentation to stakeholders showcasing project outcomes, including a Q&amp;A session to address any concerns or clarifications.</li> </ul> </li> </ol> </li> </ol> <p>These deliverables will ensure a robust foundation for the company to achieve its goals and establish itself as a leader in the e-mobility solutions market.</p>
<b>Planned Timeline (your project timeline should be in line with the</b>	14-16 weeks with the project expected to start mid-February as per SGH Project Mapping.

<b>proposed timeline of our school, see Business Project Mapping)</b>	<ul style="list-style-type: none"> <li>● <b>Kick off meeting:</b> between February 21 and March 7</li> <li>● <b>Mid-term presentation:</b> mid April</li> <li>● <b>Final Presentation:</b> by end of May</li> <li>● <b>BP conclusion meeting:</b> June 3 TBC</li> </ul>
<b>Are any specific requirements and/or expertise necessary for students on this project (language/skills)? We will try to accommodate your request but cannot guarantee it.</b>	We are looking at Business Masters related, and English Language speakers students who are motivated with development and business, strategy, marketing and financial students would be great but happy to be flexible.
<b>Confidentiality:</b> <b>Are students required to sign a non-disclosure agreement?</b>	<ul style="list-style-type: none"> <li>● Yes</li> <li>● No</li> </ul>
<b>Other requirements and information about the project that you would like to share at this stage</b>	<p><b>We are delighted to share with the students our program Methodology &amp; consulting process:</b></p> <ul style="list-style-type: none"> <li>● <b>Understanding the Business and Building a rapport:</b> The students and client will outline a consulting plan and area of focus to identify goals and activities to occur during the consulting period. The consulting plan will serve as a guide. Through dialogue and feedback, activities will be modified as needed with a continued focus on improving business outcomes in the primary area of focus.</li> <li>● <b>Delivering on Key Objectives:</b> After getting to know the business owner, learning more about their business, and working together to lay out key objectives for your consulting sessions, the students will transition into working with the entrepreneur to make progress towards achieving the goals laid out.</li> </ul>

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|  | <ul style="list-style-type: none"><li>• <b>Grow Movement Project Managers:</b> Grow Movement will provide some on-ground project managers to support the students.</li></ul> |
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