



Capstone MBA Course (MGST 615) Project Examples

Startups:

This consumer product startup has had quite a bit of success already, even an appearance on Dragon's Den. They already have extensive distributors for their product across North America, and have an excellent basis for growth. Students conducted a feasibility analysis for them and a launch plan to enter a new product market that they have not been in before.

This organization created an on-line research tool for a specific topic/audience. Students helped the organization build a strategy to develop and engage the audience. They built a marketing plan with actionable strategies, timeline, metrics and cost of implementation. This project combined elements of marketing strategy, social media planning, growth strategy and key performance indicators.

Small/Medium Business:

This tech company is growing very rapidly. The students conducted financial modelling, including several revenue models, to include in a business plan and pitch book designed to attract new funding. The business plan included plans for scaling up and entering the USA market. From an operational point of view, the students looked at scaling the platform, moving to cloud services and developing a team of qualified people to support the growth.

Following a head office mandated renovation, this franchise business was not able to return to the levels of sales they had previously. Students analyzed causes and customer discovery to identify new niches and competitive angles and developed strategies to build sales. The project combined elements of entrepreneurship and marketing strategy.

Large Business:

This very well established business is looking at developing new services beyond their existing ones. Students conducted a market analysis and developed a launch strategy with scalable operational and financial models, estimated capital expenditure needs and integrated these into a project matrix and timeline.

Non Profit:

This organization is highly reliant on government grants and donations. The students helped the organization with a strategic review with the goal of identifying new revenue streams, new organizational models and new approaches that would lead to a more stable environment for the organization.

Social Enterprise:

This well-established community-based organization has some successful programs that have great impact. The organization now wants to build a sustainable enterprise out of one of their programs. Students determined the best revenue model for the enterprise. They researched what customers were willing to pay for the product/service, developed financial projections and created a plan that sustains the enterprise. This project combined elements of revenue model design, financial projections, sustainability and scalability.

This organization is exploring a pilot plan for a specific service to be part of a social enterprise model. The students conducted an in-depth environmental scan of existing marketplace competitors for this service and developed a Cause-Related Marketing Strategy to introduce the organization to the market. This project combined elements of market analysis and marketing strategy.