Entrepreneurship

**Company Description:**
Entrepreneur seeking to set up company to manufacture new ATV/Snowmobile crossover category

**Short Project Name:**
Research & analysis of new category in the powersports industry

**Project Description and Deliverables:**
Assist in developing a business plan, identifying an optimum entry point for a new product, and creating a venture capital funding presentation for a three-track-drive snowmobile/ATV. A BYU OCI Team will conduct market research (via database, polls, focus groups, industry expert interviews, etc) to 1) identify an optimum initial entry point for a new product, 2) acquire data on the powersports industry (i.e., snowmobiles, ATVs, rock crawlers) needed for business plan (recent sales, market size, etc). They will also identify investment bankers, venture capitalists, and angel investor groups that have funded products for the powersports industry. This research will be used to create a business plan to assist in obtaining company funding to manufacture and sell our product (or to obtain a license agreement with an industry leader). The team will also help to identify key management team members that may be brought on. Entrepreneurship skills and interests are key traits desired in these OCI team members.

Key Deliverables
Business plan, market research data, powersports industry investment community contact list, PowerPoint slides for venture capital funding presentation, key management team member recommendations.

**Company Description:**
A consulting firm and business accelerator involved in the startup and acquisition of early stage companies. Founded by two physicians, We have a specialized focus in healthcare & technology, but invests in projects across a wide range of industries.

**Short Project Name:**
Evaluate viability/feasibility of potential business startups

**Project Description and Deliverables:**
Evaluate the viability and feasibility of potential business startups and acquisitions within a business incubator/accelerator model.

Students will be assigned to and/or choose from a variety of our current projects. For example, we are currently evaluating the acquisition of a drug rehab facility near ZZZZZ, Utah. Students would help with due diligence, market research, pro forma financial statements (including cash flow projections).
Another example is a small biotech startup where students would conduct basic/preliminary patent searches, determine cost of obtaining patents, and map out drug development life cycle strategy.

Additionally, we have a number of ongoing projects and investments such as:
- A methadone clinic that is fully licensed but seeking investment funding before opening doors. Students would assist with preparation/revision of slide deck, circulation to potential investors, and meeting with early stage investors. Interested students also could develop marketing plan and or organizational structure recommendations.
- Strategic development of a CRO focused on clinical research overseas (i.e. India and China). Students to assist with web content creation, capes presentation creation, market research.

This placement would be for highly motivated, driven, organized students who are good team players but also able to function independently in their respective roles.

Key Deliverables
Deliverables will depend on the specific project, and the student’s role, but will be pre-determined at the beginning of the project. Possible deliverables may include:
- Executive summary write-up and/or business model creation
- Pro forma financial statements
- Market research report
- Proposed term sheet for potential investments

Company Description:
A clinical research organization founded and headquartered in Utah. Our company conducts pharmaceutical trials in the neurosciences, particularly in neuropsychiatric disorders. Founder graduated from Brigham Young University with a BS in Neuroscience and then attended the University of Utah for medical school and residency training, as well as business school.

Short Project Name:
Geotargeted Marketing for Clinical Trials

Project Description and Deliverables:
Create and implement an innovative marketing strategy for clinical trial patient recruitment, including social media, geotargeted online advertising, innovative data-driven approaches, along with traditional radio/print/TV advertising. Our company is a clinical research service and consulting firm located in Utah. We are currently conducting over 6 clinical trials of investigational medications for neuropsychiatric disorders, including depression, bipolar, adolescent bipolar, adolescent schizophrenia, and Tourette disorder. A team of students is requested to design & implement innovative marketing techniques, such as geotargeted pay per click advertising on google and facebook, along with other creative advertising strategies.

The company is amenable to complete rebranding if needed in order to accomplish patient recruitment goals. Take existing advertising budget (approximately $5,000-10,000 per study
across 6 studies) and implement radio, TV, print advertising, along with google adwords, facebook ads, microsoft adcenter, google TV and other innovative methods. Carefully track results and analyze effectiveness of each method. Also work on branding of the company and other methods of establishing a presence in Utah in clinical research.

Key Deliverables
- Marketing plan designed - Marketing plan implemented - Metrics: Measure results, cost per acquisition - Adjust model based on data