Catalyzing Social Impact
(Spring 2014)

Tuesdays and Thursdays
11:30AM - 12:45PM
(Room 234)
At a Glance

- Develop creative but tractable business solutions to complex challenges currently faced by individuals and organizations striving for meaningful social impacts.
- Clients specify a project and are promised a minimum of 400 pro-bono “billable hours”.
- Projects launch on first day of the spring semester and findings and recommendations are presented to a audience of key stakeholders and interested individuals on the last days of the semester.

Project Components

- Finalize Project Summary
- Background Research and Benchmarks Analysis
- Project-specific Organizational Data Collection and Analysis
- Prepare Titles-Only Slide Deck
- Draft (and Refine) Tentative Conclusions
- Practice Presentation
- Final Presentation
Projects

Past Two Years:

• **Grameen Bank** requested a market analysis to help them understand the Atlanta market and determine where to establish their first Atlanta branch

• **The Marcus Foundation** requested an analysis and framework for expanding the **Atlanta Jewish Gene Screen** a national scale

• **Truly Living Well** requested an impact tracking framework to accompany their plan to raise $5 million over 3 to 5 years

• **Better World Books** requested a (survey-based) study that provides insights about its current and potential customer base

Potential for 2014:

• **Urban Health Initiative** (plan for emergency room diversion program using community-based dental homes)

• **The Turnip Truck** (expansion plan for its Atlanta-based operations)

• **Better World Books** (data-driven analysis to locate and track effectiveness of its new 50K book give-away event)

• **Community Advanced Practice Nurses** (TBD)

• **CARE, Economic Development Unit** (??)

• **Woodruff Art Center** (??)

• (??)