<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Mission</td>
<td>3</td>
</tr>
<tr>
<td>Our People</td>
<td>4</td>
</tr>
<tr>
<td>Our Services</td>
<td>5</td>
</tr>
<tr>
<td>Engaging us</td>
<td>6</td>
</tr>
<tr>
<td>Client Success Stories</td>
<td>8</td>
</tr>
</tbody>
</table>
Our Mission

OTCR two-fold mission is to create unparalleled value for clients and invaluable experiences for students.

<table>
<thead>
<tr>
<th>Client Service</th>
<th>Student Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>First, to help our clients make significant, sustainable business and technology improvements.</td>
<td>Second, to prepare our students to be successful leaders now and throughout their careers.</td>
</tr>
</tbody>
</table>
| Founded in 2000, OTCR has completed over 200 successful projects with a wide variety of clients including:  
  - Fortune 500 corporations  
  - Non-profit organizations and UIUC units  
  - Technology entrepreneurs & start-ups | We believe that supplementing rigorous academics with real-world work experience accelerates students’ learning and professional development. We provide:  
  - Extensive training  
  - Hands on work experience  
  - Corporate sponsored workshops  
  - Accelerated leadership opportunities  
  - Networking with a strong alumni base |

OTCR provides consulting services including business strategy, technology strategy, and technology development.
OTCR attracts some of the most talented students across the University, spanning a diverse spectrum of backgrounds and experiences.

OTCR students are top academic performers, have outstanding professional experience, and are eager to solve your most challenging business problems.
Our Services

OTCR has completed over 150 successful engagements spanning a variety of industries and functional areas. Below is an overview of our services offered.

Business Strategy

- Industry or market trends analysis
- Marketing strategies
- Growth strategies
- Product Validation
- Operations analysis and improvements
- Partnership strategies
- Competitive analysis
- Market Entry

Technology Strategy

- Product development
- Launch strategy
- Technology commercialization
- Digital marketing strategy
- Technology trends analysis
- Tech start-up business plan development
- Social Media Services

OTCR’s student consultants are driven intelligent and well-resourced; we are ready to do research and develop capabilities to add value for our clients.
OTCR’s projects last 12-14 weeks and run according to the University calendar.

### Project Dates

- **Spring Semester**
  - Start: mid-January
  - Finish: end-April
- **Fall Semester**
  - Start: early September
  - Finish: mid-December

### Remuneration

- No charges or fees
- Target donation is agreed upon before project begins
- Not obligatory, only **based on project team performance**

**Week 1**

- Project kick-off

**Week 6/7**

- Mid-Semester presentation

**Week 13/14**

- End-of-Semester presentation

Weekly Client-Team interactions strike an optimal balance between your time commitment and ensuring smooth work progress for the project team.
Engagement

OTCR’s projects run on a weekly cycle: Client Update, Team Meeting and Review are the key touchpoints every week.

---

**Project Team**
- 1 Engagement Partner
- 1 Project Manager
- 4-6 Consultants
  - Interests and capabilities aligned with project scope
- Approximately 350-500 man hours per semester

---

**Commitment**
- Client to commit 1-3 hours / week
  - Update with Project Manager (usually 30-60 minutes)
  - Data Collection
  - Project Team Presentations

---

**Team Meeting**
Project Manager assigns new workstreams to consultants.

**Review**
Project Manager reviews consultants’ workstreams and prepares for client update.

---

**Day 1**
Client Update
Hour-long phone call between Client and Project Manager to discuss project progress and seek feedback.

**Day 2**

**Day 3**

---

**Day 4**

---

**Day 5**

---

**Day 6**

---

**Day 7**

---

**Weekly Client-Team interactions strike an optimal balance between your time commitment and ensuring smooth work progress for the project team.**
<table>
<thead>
<tr>
<th>Contents</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Our Mission</td>
<td>3</td>
</tr>
<tr>
<td>Our People</td>
<td>4</td>
</tr>
<tr>
<td>Our Services</td>
<td>5</td>
</tr>
<tr>
<td>Engaging us</td>
<td>6</td>
</tr>
<tr>
<td>Client Success Stories</td>
<td>8</td>
</tr>
</tbody>
</table>
Education Co. was looking for the best way to articulate their value proposition in their pricing, optimal marketing strategies to reach their target market, and recommended geographic areas for expansion.

**Problem:**
The Client engaged OTCR in order to understand how to best articulate their value proposition to multiple customer groups, to determine the optimal marketing strategy to reach their target market, and to recommend geographic areas for expansion in the next few years.

**Solution:**
OTCR determined that customer conversion from free to paid services was low because of an a-la-carte structure and that the company’s value proposition was clearly communicated to all important constituents except for investors. The project team restructured Education Co.’s pricing structure and upgraded their pitch deck with the key statistics and insights to effectively communicate with investors. OTCR considered both passive and active marketing channels and outlined the important considerations for a successful marketing strategy. Finally, the project team identified metrics that proxy profitability and long-term viability to recommend geographic areas.

Client:
**Education Co.** is an up-and-coming interactive platform to help kids and young adults find and access programs to learn relevant skills to their interests and needs. The firm is looking to solve the logistical problem of finding the best programs for maximum reward.

**Problem:**
The Client engaged OTCR in order to understand how to best articulate their value proposition to multiple customer groups, to determine the optimal marketing strategy to reach their target market, and to recommend geographic areas for expansion in the next few years.

**Solution:**
OTCR determined that customer conversion from free to paid services was low because of an a-la-carte structure and that the company’s value proposition was clearly communicated to all important constituents except for investors. The project team restructured Education Co.’s pricing structure and upgraded their pitch deck with the key statistics and insights to effectively communicate with investors. OTCR considered both passive and active marketing channels and outlined the important considerations for a successful marketing strategy. Finally, the project team identified metrics that proxy profitability and long-term viability to recommend geographic areas.

OTCR’s expertise enabled the project team to deliver actionable findings. The Client plans to implement both the marketing strategy and bundled pricing structure in the upcoming year.
Technology Co.: Technology Strategy

Technology Co. looked to OTCR for industries in which blockchain technology would offer high potential.

Client:
Technology Co. is an American technology company credited with advancing technology in numerous spaces/industries and has recently seen tremendous growth with its cloud services. The company continues to remain at the forefront of technology by offering innovative enterprise solutions.

Problem:
High-level discussions were in order to discuss blockchain technology’s enterprise applications in the near future. The Client engaged OTCR in order to identify what problems blockchain technology is most fit to solve and what industries would benefit from a blockchain solution.

Solution:
OTCR determined that blockchain technology had optimal performance for many reads and minimal writes or edits to the data stored, lending itself well to use cases in establishing identity and legal applications. Such applications would incur a variety of costs if offered as an enterprise solution; the team summarized the most relevant characteristics in a practical framework to advise in the short and long-term. The project team similarly identified 20+ short and long-term use cases in industries ranging from Media and Entertainment to Document Verification.

OTCR’s expertise allowed the Client to develop a deeper technical understanding and business case of blockchain technology, shaping the Client’s priorities in upcoming meetings and in future years.
Search Co.: Technology Strategy & Implementation

Search Co. looked to OTCR to implement a larger front-end interface for their candidate platform and more modular business component.

**Problem:**
How should Search Co. improve their front-end and business component interfaces?

**Approach:**
Understand industry relationships, trends, and structure; improve Search Co.'s website to enable for market-leading competition.

**Solution:**
After considering other end-to-end recruiting platforms and candidate preferences, OTCR identified that transparency and timeliness are success factors that Search Co. could improve on in their operations. The project team identified that an email automation system and improved candidate filtering would improve timeliness and transparency for their two-way marketplace. Working alongside the Client, OTCR built front-end mockups and fully-functioning tools and web-application featuring these two components.

**Recommendation:**
Developed email automation system and improved candidate filtering to allow Search Co. better efficiency and accuracy.

**Results:**
Fully functioning web-application and tools enabled Client to improve recruiting reliability.

**Client:**
Search Co. is an American executive search firm that performs senior-level searches nationally and internationally in a variety of public and private sector industries.

**Problem:**
The Client engaged OTCR to identify what an optimal senior-level search entails and to improve their search platform front-end and business component to allow for more successful and efficient searches.

**Solution:**
Search Co. has used the project team’s findings to refine their market position and slated the tools in a potential implementation pipeline.
Please contact Caren Zeng at Zeng.Caren@gmail.com for project inquiries.