

2006-2007 Business Placement Projects

** Note - these are not the project descriptions submitted by the placements.

Business Placement: **Solutions 21**

Project Name: Implementing Executive Seminars

Project Description:

Solutions 21 presents a series of free information sessions for business executives and management, called Executive Seminars (ES). ES are primarily a marketing tool, used to provide exposure for and promote Solutions 21's consulting tools and services. Currently, ES are a collaborative effort with no formal implementation process. Using the upcoming ES on "Change Management" as a basis, the fellow will document the process for the implementation and marketing of ES. The proposed process will include process recommendations based on their analysis of the current strategies the company uses when planning ES.

Business Placement: **East End Food Co-op and Construction Junction: Green Block Initiative**
Project Name: Honing and Enhancing the Vision: Green Block Strategic Planning Research

Project Description:

Fellow will conduct research in a number of ways (internet, library, city documents, and interviews) in order to hone and enhance the vision of the Green Block. This will include the following 5 deliverables:

- 1) Identify best practices for a green block using urban sustainability models
 - 2) Identify best practices for engagement with community groups and block residents
 - 3) Identify opportunities for synergy and engagement with local leaders
 - 4) Collect data on existing property and property managers located within green block
 - 5) Summarize green block initiative in a 3-page concept paper
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Business Placement: **African-American Chamber of Commerce**

Project Name: Public Relations Plan for the Pittsburgh Diversity Festival, Aug 16-18

Project Description:

The PR plan will be the strategic plan for all public relations surrounding the Diversity Festival in Pittsburgh this upcoming summer. The PR plan will identify target audiences, organizations, media outlets, media kit and a detailed schedule.

Business Placement: **Leech Tishman Fuscaldo & Lampl, LLC**

Project Name: Bringing Leech Tishman into Casino Law

Project Description: The fellow will determine how existing clients can become subcontractors of the casino projects by identifying where opportunities will be posted, identifying the process, and determining where the firm can help navigate the legal maze. The fellow will also identify services that law firms in gaming states offer to clients.

Business Placement: **DeepLocal**

Project Name: Sales and Research Planning

Project Description:

Deep Local is currently creating a business plan that includes how they want to go about marketing their MapHub software most effectively. The purpose of the project is to identify markets for the software, and within those markets identify how the software can fulfill their needs, and then identify key organizations/businesses/offices to contact and promote the software to using the information gathered.

Business Placement: **PowerLink**
Project Name: PowerSpot

Project Description: PowerSpot is PowerLink's e-newsletter, the first edition of which is scheduled for a February release. Its initial audience will include PowerLink alumni (i.e. owners and managers who have used PowerLink's services), foundations and corporations that provide funding to PowerLink, and volunteers who have sat on PowerLink's advisory panels. The Fellow will offer suggestions for the newsletter's content and design, and to research methods of distribution.

Business Placement: *Pittsburgh Post-Gazette*
Project Name: *Stories: Young Leaders Make Pittsburgh Home; New Immigrants Turn to Local Agencies for Job and Lifestyle Assistance; Refugees Add Unique Perspective; CMU Institute Seeks to Match Societal Needs, Entrepreneurship; Soup's On With Contest on South Side*

Project Description:
Fellow will write stories about their experience as a non-Pittsburgh native moving to Pittsburgh and his or her view on the retention of young leaders in the region, the role of immigrants and refugees in Pittsburgh's economy, CMU's new Institute for Social Innovation, and a soup contest that attracts customers in the middle of winter on the South Side.

Business Placement: **Green Ox**
Project Name: TAML Process Market Analysis

Project Description:
Green Ox, a green chemistry start-up company is seeking to enter the marketplace in the application of their TAML catalyst for treatment of factory discharge into bodies of water (river, streams, lakes, etc...) In order to target specific markets for application of the TAML technology, fellow will be conducting preliminary research in two subject areas.

1. State and local policies in regards to regulations on factory discharge into bodies of water.
 2. Level of social concern regarding factory discharge into bodies of water.
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Business Placement: **Pittsburgh Airport Area Chamber of Commerce and Enterprise Foundation**
Project Name: Business Development Programs and Incubator

Project Description:
The PAACC recently received a \$2 million bricks and mortar Governor's matching grant for a business incubator (received \$ at the end of July). The grant is for infrastructure. PAACC has liquid cash and needs an in-kind match (building). The Chamber wants Fellows to identify feeders for the incubator and entrepreneurs who would want to house their business there.

Business Placement: **MAYA Design**
Project Name: Brand Analysis and Positioning of MAYA competitors

Project Description: The fellow will gain insight into the differentiating elements of MAYA's competitors in the services they offer, the way they communicate their brand and the type of clients they usually get. The fellow will create a matrix to illustrate the core competencies of the competitors in contrast to that of MAYA.