Exporting for Entrepreneurs

Prospective Client Overview
What is ‘Exporting for Entrepreneurs’?

• A practicum-based course that allows students to explore the challenges associated with developing an export strategy
• Students experience a variety of topics surrounding export management, including but not limited to:
  – Target market assessment & validation, trade barriers & incentives, culture, entry strategies, export facilitators, supply chain, global marketing, financial planning
• While learning to apply models geared specifically toward smaller, emerging companies, such as:
  – Lean start-up methodologies, data-driven decision-making
• And leveraging best-in-class content from campus international centers
• To deliver tangible, actionable results to client companies
Who is CIBER?

- Center for International Business Education & Research (established in 1990 by DoE)
- Mission is to improve US competitiveness through student and business education
- UT-CIBER history is tied to the establishment of many study-abroad programs with top-tier business schools
- Current CIBER grants mainly focus on enhancing US SME export competitiveness through 2-stage process
  - 1) Course delivery / client results; 2) Content distribution
Course Output

• Export market assessment(s)
• Research from top campus ‘international centers’
• Detailed export plan / executive report-out
• Potential assistance with / completion of initial validation and implementation
Course Participants

• Upper-level, pre-screened high caliber undergraduate students
• CIBER and affiliates
• Campus ‘international centers’ as SMEs
• Instructor / consultant
Instructor Bio

• Insert instructor bio here
Course Objectives

• Actionable plans / tangible results
• ROI on time investment
• Data for CIBER / DoE on export improvement
• Feedback on course improvements needed
• Commitment for future years
Client Requirements

• Minimum
  – Access to client leadership team and/or subject matter experts as needed for information gathering and report-out
  – Active requirement / interest in establishing one or more export platforms

• Preferred
  – Dedicated project ownership at leadership level
  – Input into desired deliverables up front
  – Interest in course ‘focus’ regions (Latin America, Europe, Asia)
  – $2 - $25 million in annual revenues
Next Steps

• Commitment to work together
• Insert contact information
Exporting for Entrepreneurs

Client Best Practices
Best Practices

- Lessons learned over multiple semesters indicating client’s best served by the program and vice versa
Key Client Characteristics

• Out of the ‘start-up’ phase and entering the rapid growth phase, with core revenue of $2-$25 million
• Well-established in home market and looking abroad for growth, or a ‘born global’
• Access and sponsorship by one or more key members of the leadership team
• Commitment to student learning with appropriate expectations
• Availability from a scheduling perspective
Client Recruitment Sources

- Late-stage venture funds
- Graduates of early-stage venture fund portfolios, accelerators or business incubators
- International accelerators and chambers of commerce
- SBA, other networking associations dedicated to small business
- LinkedIn solicitation
Sample LinkedIn Solicitation

• Sent to 1st level connections only
• “Are you an executive or owner of a company that may be interested in leveraging top talent from <University> to work on the development of an export plan for any international market that might be of interest? If so, please message me – as part of my instructional responsibilities, I have a few remaining slots that need to be filled. Students have delivered outstanding results for past client projects.”
Sample Industries Represented

- Hospitality
- Financial Services
- Oil & Gas
- Enterprise Software
- Consumer Goods
- Industrial Chemicals
- Wine & Spirits
Sample Client Feedback

• “The student project team assigned was of the highest caliber. They all asked great questions and challenged my business plan appropriately.”
• “I appreciated the out of the box thinking.”
• “The group did a great job and I would definitely like to participate again.”
• “The student team provided in-depth analysis and valuable insight to argue NOT entering a market that I thought would be attractive. Extremely valuable!”
Sample Student Feedback

• “I really liked the course readings and case discussions.”

• “The cases coupled with client work translate into extremely valuable real world experience.”

• “I loved applying the lessons learned each week to our real-world client projects.”

• “My ROI on this course was very positive.”
Key Data

• Total Number of Projects: 15
• 14 of 15 clients were either very or extremely satisfied with the results obtained
• Project work has resulted in the following:
  – Market entry into England, Russia, Italy and the Cayman Islands
  – Expanded operations in Mexico and Singapore
  – Avoidance of entry into Ireland and Brazil
• 80% of clients would participate in the course again for future exporting opportunities
GROUP EVALUATION FORM

Name: _________________________________________________

Please provide an evaluation of your consulting group’s performance based on the following criteria. Circle the level that most closely describes your satisfaction level with your team. Then, if possible, provide some commentary to explain your selections on the back of this page. Also, if you are comfortable with doing so, please provide a 1-2 sentence testimonial commenting on your overall experience with the course.

1. Clearly described rationale for entering / not entering international markets that were evaluated.

   Extremely Satisfied  Somewhat Satisfied  Neutral  Somewhat Dissatisfied  Very Dissatisfied

2. The team clearly articulated a marketing plan for entry into any desirable international markets.

   Extremely Satisfied  Somewhat Satisfied  Neutral  Somewhat Dissatisfied  Very Dissatisfied

3. The team developed a useful and relevant ROI model to evaluate and/or justify market entry.

   Extremely Satisfied  Somewhat Satisfied  Neutral  Somewhat Dissatisfied  Very Dissatisfied

4. The team described their implementation recommendations in detail, including providing realistic validation points / gates to determine whether to continue with export market entry.

   Extremely Satisfied  Somewhat Satisfied  Neutral  Somewhat Dissatisfied  Very Dissatisfied

5. The team’s evaluation added value to my business and will be something that I will use.

   Extremely Satisfied  Somewhat Satisfied  Neutral  Somewhat Dissatisfied  Very Dissatisfied

6. The team was professional in their interactions with me over the course of the semester.

   Extremely Satisfied  Somewhat Satisfied  Neutral  Somewhat Dissatisfied  Very Dissatisfied