



## Insight Business Consulting Program for MBA Students

The Insight Business Consulting Program will pair **full-time MBA students** with start-up companies participating in Memorial University's programs such as Genesis Evo+ or Enterprise, Memorial Centre for Entrepreneurship, Centre for Social Enterprise, Navigate Entrepreneurship Centre, School of Graduate Studies' Entrepreneurial Training Program, or NL start-ups associated with the Ocean Startup Project. Under supervision, a full-time MBA student will consult for a start-up company and provide expertise in specific areas of the start-up process, e.g., market analysis, setting up accounting systems, financial projections, etc.

MBA students participating in the Insight Business Consulting Program will receive a **\$4,500 fellowship** for approximately 100 hours of consulting during the Winter semester.

The Insight Business Consulting Program is part of the project *Supporting the Local Innovation & Entrepreneurial Ecosystem*, generously supported by the Atlantic Canada Opportunities Agency (ACOA), the Government of Newfoundland and Labrador - The Department of Innovation, Energy, and Technology, and Mr. Mark Dobbin.

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If you are interested in participating, please complete the following application form and email it to **Memorial's Research Innovation Office (RIO)** at [rio@mun.ca](mailto:rio@mun.ca). Deadline to apply is **Tuesday, Jan. 20<sup>th</sup>, 2026 at 3 pm**. The successful applicants will be contacted by Jan. 30<sup>th</sup>, 2026.

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# Insight Business Consulting Program for MBA Students

## Application Form

Submit to [rio@mun.ca](mailto:rio@mun.ca) by Tuesday, Jan. 20<sup>th</sup>, 2026 at 3 pm

Name:			
Student number:			
Email:			
Explain why you are interested in participating in this program (500-word limit):			
<b>IBC students are encouraged to work remotely and/or in person depending on the requirements of the company and the student. Please confirm all of the arrangements below that you are comfortable with. Note: these selections will help guide the committee in the matching process.</b>			
1. Only in person work <input type="checkbox"/> 2. Only remote-based work <input type="checkbox"/> 3. Flexible – open to a mix of in person and remote-based work <input type="checkbox"/>			
<b>Please select from the options below, all of the areas that most interest you for consulting work. Note: these selections will help guide the committee in the matching process, but do not necessarily indicate the area you will work in if selected.</b>			
1. Branding/marketing <input type="checkbox"/> 2. Finance <input type="checkbox"/> 3. Social Media <input type="checkbox"/> 4. Legal/regulatory <input type="checkbox"/>		5. Strategy <input type="checkbox"/> 6. Market research <input type="checkbox"/> 7. Pricing models <input type="checkbox"/> 8. Other:	
<b>At the end of the semester, students will be required to provide a final presentation summarizing their experience and formally concluding the program.</b>			
Please select this box to confirm you understand this program requirement, and that you will be required to complete this virtual presentation <input type="checkbox"/>			

**How does your educational and work experience make you a competitive candidate for this program (500-word limit)**

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**Will you be registered in the MBA program in the Winter semester?**

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**Start date of your MBA (month and year)**

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**Have you participated in this program before?**

Choose an item.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

**Submission Check List: 1. Complete Application Form AND 2. Up to date Resume**