

Insight Business Consulting Program for Start-Ups

The Insight Business Consulting Program matches MBA students with Newfoundland & Labrador start-up companies in Memorial University's programs such as Genesis 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, to assist with projects.

Under faculty supervision, an MBA student or a team of two MBA students will consult for a start-up company for one semester (approximately 100 hours), and provide expertise in specific areas of the start-up process, e.g., market analysis, setting up accounting systems, financial projections, etc.

The consulting project will be defined between the MBA student and the company. The MBA student will provide a report at the end of the 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.

If your start-up is interested in participating, please complete the following application form and email it to **Memorial's Research Innovation Office (RIO)** at rio@mun.ca. Deadline to apply is **Tuesday, Jan. 20th, 2026 at 3 pm**. The successful applicants will be contacted by Jan. 30th, 2026.

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Application Form

Submit to rio@mun.ca by Tuesday, Jan. 20th, 2026 at 3 pm

Company name:	
Contact name:	
Contact email:	
Business sector:	
Brief overview of your business (in less 500 words): Describe your product/service. How does it solve a problem, and whom does it solve it for? Please include your Value Proposition Statement.	
What is your business' current stage of development? What are the critical next steps? Please include timeline.	
How is the MBA student going to support your company? Briefly describe the project you are proposing to the MBA student, including your key objectives, projects(s)/task(s) and envisioned final deliverables.	

How will having a student benefit your company?	
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.	
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"/>	
Companies that participate in the IBC program are expected to have a standing meeting time (weekly or biweekly) with their student. Please confirm that you understand this requirement.	
1. I confirm that I will be available for student check-in meetings, at minimum bi-weekly for 15-20mins <input type="checkbox"/>	
Please describe how you will ensure that your student has the information they need from you to be able to support the project(s)/task(s) you have assigned.	
Please select from the options below, all of the areas that best describe the area your consultant would work in: Note: these selections will help guide the committee in the matching process.	
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:
At the end of the semester, the students will be required to provide a final presentation summarizing their experience and formally concluding the program.	
Please select this box to confirm you understand this program requirement, and that a representative from your company will be required to participate in this virtual presentation <input type="checkbox"/>	
Was or is your start-up part of one of Memorial University's programs? If yes, please list whichs program and datse of participation e.g. Genesis, Centre for Social Enterprise, Navigate Entrepreneurship Centre, Lab2Market, OSP, etc.	
Program (List All)	Participation Date (Start Month and Year)



Is your business incorporated?	
Is your company a social enterprise/non-profit?	
Does your company have a Minimum Viable Product (MVP)? Examples include a demo, beta version, prototype, etc.	
Have you acquired any funding to date?	
Have you participated in this program before?	

Signature

Date