

Support for Marketing Planning for Startup Entrepreneurs

Dear Startup Entrepreneur,

Would you like to receive additional help with your marketing?

Do have a marketing plan and would like expert help to refine it?

Do you need support to plan the implementation of your next marketing campaign?

For the second year running, HWZ is offering to carry out such **projects with our marketing students** between May and July 2010. Last year's edition provided valuable input for:



It was judged a success by the startups involved and we are very pleased to again offer this initiative to Startup Companies.

Here are the details:

- **When: May - July 2010**
- **How:**
 - We will assign **a team of 8th semester students** to each startup company. These are part-time students in their last semester to become Bachelors of Business Communications, i.e. they are all **practice-oriented marketing experts**, typically working in advertising & PR agencies, media houses, radio and TV or in communications departments of large corporations.
 - Representatives of the startup present a **briefing and a concrete assignment to their student team**.
 - The students **solve the assignment independently**. The startup is expected to reply to questions. The students are coached by lecturers of HWZ.
 - The students prepare a written report of the assignment and a final presentation.
 - Representatives are expected to attend the final presentation and to provide input for the student grades.
 - **The results belong to the startup**. HWZ reserves the right to mention the names of the startups in its communications (but not the contents of the projects).

- **Project profile examples:**
 - Refinement of marketing aspects of a business plan, or
 - Concrete plan for marketing activities based on an existing business plan.
 - Examples from 2009:
 - Media placement and advertising campaigns
 - Communications Plans
 - PR Concepts
 - Reseller & end customer communication plans
 - Sizing target markets
 - Analysis of distribution channels (direct? Indirect? OEM?)
 - The detail of the project will be agreed between HWZ and the startup
- **Where: Zurich, HWZ campus, 5 minutes walking distance from main station.** Representatives of the startup must be present in Zurich twice.
- Confidentiality: The students and university can be asked to sign NDAs.
- Language: Entrepreneurs' materials can be in German or English. The students' reports and presentation will be in German only. (i.e. we can ask the students to read English materials, but we cannot ask them to produce output in any other language than German).
- **Cost: CHF 300** as a contribution to the „Studentenkasse“. The money goes 100% back to the students, it will be used towards paying of the graduation party.

Interested?

Then we look forward to hearing from you.

Please **contact us by February 5, 2010** at gert.christen@fhhwz.ch.

We believe this could be a great support for entrepreneurs, and last year's success proves the value these projects can create. We look forward to hearing from you.

Entrepreneurial regards,

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