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### Overview of the Club

The University of Calgary Consulting Association (UCCA) (formerly Haskayne Consulting Club) is a University of Calgary student-run organization that provides pro-bono management, organizational, and strategy consulting services for our clientele. We serve a broad mix of private, public, and non-profit clients in the Calgary community. Through our teams, clients will gain valuable research assistance, in-depth analysis, and specific inputs aimed at providing value through the corporate decision-making process. Our student members will be given an opportunity to gain hands-on consulting experience, vital opportunities to expand their professional network, and a platform to take their careers to the next level.

### Internship Opportunities

Our club's internship opportunities give students the chance to gain real experience while solving challenging business problems.

#### **Benefits of Internship**

- Real, professional experience in an area of your interest
- Opportunity to hone the skills needed to be a good consultant (teamwork, communication, problem solving, analysis, adaptability, etc.) and engage in work that reflects what consultants do in their daily jobs
- Network with professionals with years of experience in an industry

### How to apply

1. Please answer the questions in the application form to the best of your ability. The application deadline is **Wednesday, July 7 at 11:59PM**. We encourage students to **apply early** as we review all applications on an ongoing basis.
2. Interviews will be held on **Saturday, July 10 and Sunday, July 11**. We appreciate all applicants' interest. However, only candidates under consideration will be contacted for interviews. Shortlisted candidates will receive an email by **Thursday, July 8 at 9PM**.

### Summer 2021 Internship Opportunities

- Bake Hub - Research Analyst
- Fresh Florals - Research Analyst
- Purrfect Coffee - Research Analyst



## **Bake Hub – Research Analyst**

Bake Hub is a social enterprise idea developed by June Wong. Bake Hub is a bakery shop that will aim to create economic opportunities for the disadvantaged through careers in food culinary training, skills coaching, job placement, and entrepreneurship programming. The disadvantaged include immigrants, immigrant women, teenage mothers from the Louise Dean School, YMCA women’s shelter, among other groups.

The main idea of Bake Hub is to provide employment support to the disadvantaged while utilizing these individuals’ diverse origins to cultivate a one stop shop for global sweet and savoury baked goods. June Wong will be your mentor in developing your feasibility analysis and for any general inquiries.

### **Role Responsibilities:**

- How should this idea be introduced to Calgarians? Should Bake Hub sell international baked goods first and then implement culinary training programs later?
- What are the start-up costs for such an endeavour?
- Use competitors or similar business ideas to recommend a high-level business model. Potential business models can include pop-up markets and events, create new festivals, rent permanent retail space, or utilize shareable ghost kitchens.
  - Competitors or similar business ideas include Luminary Bakery, Hot Bread Kitchen, the Centre for Newcomers Food Services Training Program, local ethnic bakeries, and ethnic supermarkets.
- Is there funding for this idea?

### **Required Qualifications:**

- Must be enrolled in an undergraduate or graduate degree program at the University of Calgary
- Strong critical thinking and researching skills

### **Preferred Skills and Attributes:**

- Passionate about food and the culinary arts
- Desire to support the disadvantaged in Calgary
- Self-motivated and a curious learner
- Excellent communication (written and verbal) skills

**Deliverable:** Written report with recommendations and research

**Preferred Faculty/Major:** No preferred faculty or major

**Commitment Level:** Up to 10 hours/week from July 19<sup>th</sup> to August 27<sup>th</sup>, 2021

**Location:** Remote



## Fresh Florals – Research Analyst

Fresh Florals is a social enterprise idea in the early development phase. Unlike other floral shops, it will aim to provide floristry training, retail ready employment service, and event planning education for anyone experiencing hardship. Fresh Floral's shop will be completely open to the public and the prices are competitive in comparison to shopping in a traditional retail floral business. However, every sale goes back to the organization to fund the program and the social enterprise component.

The structure of this enterprise will mirror Minneapolis's Market Flowers, where customers can pre-book flowers and greens, construct the floral designs themselves, or rent out the space for fun activities. June Wong will be your mentor in constructing your feasibility analysis and for any general inquiries.

For more information visit Minneapolis's Market Flowers: <http://marketflowersmpls.com/>

### Role Responsibilities:

- Is there a market for this idea in Calgary?
- Considering the business model will mirror Minneapolis's Market Flowers or Get Growing Foundation in Chicago, what would the start-up costs be in Calgary?
- Is there funding for this idea and its social enterprise component?
- Research the forecasted growth of hydroponics and vertical farming industries in Canada.
- How would a social prescription referral program or school field trips be included within the proposed business model of the Flower Market Shop? Furthermore, are there any specific institutions in Calgary that should be targeted?

### Required Qualifications:

- Must be enrolled in an undergraduate or graduate degree program at the University of Calgary
- Strong critical thinking and researching skills

### Preferred Skills and Attributes:

- Passionate about supporting the disadvantaged in Calgary
- Self-motivated and a curious learner
- Excellent communication (written and verbal) skills

**Deliverables:** Written report with recommendations and research

**Preferred Faculty/Major:** No preferred faculty or major

**Commitment Level:** Up to 10 hours/week from July 19<sup>th</sup> to August 27<sup>th</sup>, 2021

**Location:** Remote



## Purrfect Coffee – Research Analyst

Purrfect Coffee is a business idea that will aim to provide financial support to partnering animal rescue organizations such as the Humane Society. This organization will be an online coffee shop where 10% of the proceeds from every purchase of the various coffee choices goes towards improving the health and living conditions of these animals. Purrfect Coffee will be either cat or dog focused, however, it is most likely going to be branded with cat imagery as there are existing organizations promoting canines. Purrfect Coffee will offer fair-traded organically grown coffee at fair farmer's wages. The aim is to eventually look at selling merchandise for pets along with the drink products and partnering with a local private label coffee company. In addition, June Wong would like to develop a Purrfect Tea product line to compliment the coffee choices. June will be your mentor in constructing your feasibility analysis and for any general inquiries.

For more information visit Grounds and Hounds Coffee as a real world business example:

<https://groundsandhoundscoffee.com/>

### Role Responsibilities:

- Is there a market for this idea in Calgary?
  - Would individuals be more likely to purchase this product knowing it supports rescue organizations?
- What local private coffee providers would be most likely candidates to support this idea? Local private label coffee companies include Calgary Heritage Roasting Co., Devil's Head Coffee Co., Highwood Coffee, and Coffee Concept.
- Research the effectiveness of pop-up events at the beginning stages of an organization.
- Recommend a high-level business model based on competitors and similar organizations. Similar organizations include Hounds & Grounds Coffee Co., Rescue Coffee Company, and Regal Cat Cafe.
- What are the start-up costs for this idea?

### Required Qualifications:

- Must be enrolled in an undergraduate or graduate degree program at the University of Calgary
- Strong critical thinking and researching skills

### Preferred Skills and Attributes:

- Passionate about supporting animal rescue organizations
- Self-motivated and a curious learner
- Excellent communication (written and verbal) skills

**Deliverables:** Written report with recommendations and research

**Preferred Faculty/Major:** No preferred faculty or major

**Commitment Level:** Up to 10 hours/week from July 19<sup>th</sup> to August 27<sup>th</sup>, 2021

**Location:** Remote