

Cambridge Judge Business School

The Cambridge MBA

Cambridge Venture Project

CVP CLIENT BRIEFING NOTES

Including the Project Terms and NDA

Cambridge Venture Project - Why join us?

Given the fast paced and ever-changing landscape for new ventures, it's crucial to stay current with market sizing and market entry trends to remain agile and in tune with customer needs. By working with our MBA students, your company has the chance to work with a team of mature business professionals on poignant market issue facing your organisation, supporting directly with market research.

The Cambridge MBA student team

Cambridge MBA students come to us from more than 40 countries, all with excellent qualifications and an average of six years' work experience. The CVP teams, comprising of five/six MBA students, are deliberately constructed as diverse groups and CVP teams have a reputation for delivering fresh, objective, and robust results of real practical value. As a CVP client, this is an excellent opportunity for you to tap into this unrivalled pool of expertise.

CVP snapshot video: www.jbs.cam.ac.uk/projects/cvp-partners

Summary of key dates

Deadline for Proposal Submission	5 September 2024
Selected CVP companies notified by (via email)	30 September 2024
Students' formal introduction to clients (via email)	3 October 2024
Client Briefing Meeting (Online)	10 October 2024 (18:00-21:00)
Project Initiation Document submission date	28 October 2024
CVP Final Presentations Cambridge Judge Business School	2-6 December 2024

Cambridge Venture Project overview

The Cambridge Venture Project (CVP) is an integral part of the Cambridge MBA. This is the first 'live' project for the core MBA programme, in which a team of five/six Cambridge MBA students are assigned to work with a company/organisation or entrepreneurial venture to estimate the potential market for a new product or service.

As a client, the CVP is an opportunity to work with a team of mature Cambridge business students with diverse backgrounds and market analysis skills at no cost. These teams are carefully constructed to ensure a blend of relevant backgrounds and skillsets for your company.

For students, the CVP offers firsthand experiences tackling challenges faced when starting a new venture alongside the challenging art of balancing small and new teams.

From a teaching perspective, the key learning outcome of the CVP is to develop team and client management skills. The CVP provides the opportunity for students to apply the tools they are being taught in the Management Praxis course to their CVP group work.

We invite interesting and challenging market research proposals from clients who have a genuine interest in their project, and who are prepared to commit time and energy to work with the MBA team.

The CVP client

As a CVP client, you are required to have regular interaction with your CVP team. Your company should have at least five full-time employees, and a product, treatment, or service for which you may want to:

- Investigate market opportunities for a new product, service, or treatment.
- Evaluate consumer behaviour and competitive forces in relation to these, using qualitative and quantitative analysis techniques.
- Generate insights into potential business strategies, opportunities for commercialisation and possible routes to market.

CVP clients are not required to be based in Cambridge, but must be available to attend the following sessions:

- CVP Online Client Briefing - **10 October 2024 at 18:00 (virtual)**
- CVP final presentation - (1 hour slot) in the week of **2-6 December 2024** at Cambridge Judge Business School (**in-person**).

Team mentors (CJBS)

Each team is assigned a mentor who will help focus their efforts. Mentors are seasoned business professionals and entrepreneurial alumni of the Business School. Their role is to offer constructive feedback to the team and to guide the students during the project.

Timeline and Process

1. Proposal submission

We welcome first proposal submissions by the deadline of **15 August 2024**. The final deadline for completed proposal submissions is **5 September 2024**, providing a period of **3 weeks** to work with the Projects team to action any feedback. All completed submissions will then be sent into a review process for final selection by the Business School.

Proposals can be [submitted via our website](#), or if you would prefer a word version please [contact the MBA Projects team](#).

2. Agreeing the project brief

Once your project is selected, you will be introduced to your team on 3 October via email. Your team members will then contact you to introduce themselves.

A CVP Briefing will be held at 18:00 on 10 October (virtual) where your attendance is a prerequisite.

The Deputy Director of MBA Programme will set the expectations of the CVP in a client briefing session at 18:00. You are then invited to meet your teams and project mentors via Zoom at 18:30 for further discussions and to begin scoping the project. You will be sent the relevant links for this session in advance.

As the students work on the CVP alongside their other lectures and assignments, we encourage them to contain the project by focussing on one over-arching question, with actionable and deliverable results. Based on your discussions, the students will produce a mutually agreed **Project Initiation Document (PID)** which will form the basis of their work. The deadline for PID submission is **28 October 2024**.

Developing the project brief is an important part of the team's learning. Students are expected to work with you to:

- Define the over-arching question on which they should focus
- Set the context and agree the expectations
- Consider the resources available to the team and how to make best use of them
- Look at the type of research needed to deliver the brief and agree what information and resources will be needed from you (data, contacts, facilities, budget, etc.)
- Consider risks and how to mitigate them
- Produce a detailed project plan and timetable

3. The project begins

Once the PID is signed off by clients, mentors, and students and submitted, teams can formally begin their project. It is assumed that the team of students will work for a total of 21 project days until the final presentation date in December. We ask that client contacts are accessible during this period to promptly answer any queries in your area of expertise.

Alongside working on their CVP, students are also expected to attend lectures and complete other assignments. We hope you will understand that they are not allowed to miss any lectures to complete project work, and will have to arrange to meet clients outside the MBA timetable.

4. Deliverables & assessment

The deliverable is a 20-minute presentation of the team's findings followed by 20-minute Q&A and debrief.

The presentations will take place over Mon-Fri, 2-6 December at Cambridge Judge Business School in the presence of you, the team mentor, and two members of faculty.

Your team will book a one-hour slot to suit your schedule that week, and your attendance at your team's final presentation is mandatory.

You will be asked to complete a project feedback document after the presentation on your team's performance.

5. Resources required

All clients assign a sponsor, and another point of contact, who should be available over the duration of the project to guide and advise the students and respond to any queries in a timely manner. We generally find that clients get out of these projects as much as they put into them, so we recommend establishing weekly update meetings to keep lines of communication open to identify any outstanding issues or difficulties early, and ensure that the project is on track.

Most of the work will be conducted off-site, online, and you are welcome to invite the students to your offices for a meeting.

There is no fee for the work, but client companies are expected to meet all expenses associated with the project. Expenses are rarely more than a few hundred pounds for the team. Please make sure that both you and the student team understand and agree in writing the expenses you are prepared to meet in your PID. Students must not incur expenses without your prior approval, and we ask that expenses are reimbursed promptly.

6. Data and company information

A list of databases and industry information available to our students can be seen at www.jbs.cam.ac.uk/infolib. Please provide any other company or industry specific data relevant to your project as early as possible to enable the team to manage their assignment effectively.

The CVP is a student educational project and should be seen in this context. The work does not constitute professional advice or academic research. Should you refer to this work in documentation, the CVP should be noted as a student research project.

7. Confidentiality

All students and mentors sign a confidentiality agreement with the Business School (included for your reference below) before they begin the project.

Students are not permitted to sign any other NDA for the CVP.

The Projects Terms document details the conditions under which our projects are undertaken; we ask you to read these carefully and confirm your acceptance of the terms when you submit your proposal.

Please note that students are expected to abide by ethical guidelines in the consultancy projects and for this reason are required to identify themselves and their client company when seeking to obtain information from third parties.

Submitting your proposal

If you would like to submit a proposal for the CVP, please [submit your proposal via the CJBS website](#), or if you would prefer a word document version please [contact the MBA Projects team](#).

Proposals must be submitted by **5 September 2024** and we will let you know by **30 September 2024** whether we have found you a team. The CVP is hotly contested and invariably over-subscribed; we cannot guarantee that all proposals submitted will be assigned a team.

For any other enquiries and further information please contact:

Contact details

Sadia Cuthbert
Director of CJBS Careers

Katy Harrison
Employer Engagement Projects & Research Lead

Email: mbaprojects@jbs.cam.ac.uk

Direct: +44 (0)1223 982088

Reception: +44 (0)1223 339700

MBA Projects Office

Cambridge Judge Business School
University of Cambridge

Trumpington Street
Cambridge

CB2 1AG

United Kingdom

Website: www.jbs.cam.ac.uk/projects

Project Terms

Please confirm that you have read, understood, and accept the below terms and the following confidentiality agreement as a host company by checking the appropriate box in the Client Proposal Form.

- All projects are undertaken by students of Cambridge Judge Business School as part of their MBA course. As our students are not employees of the University of Cambridge, neither the University nor Cambridge Judge Business School can enter Agreements on their behalf, nor can we take any liability for their actions.
- Our students all sign confidentiality agreements (Appendix A below) and we are not able to enter any other agreement on their behalf. Our projects are undertaken as part of an educational programme and are examined by supervisors and examiners appointed by the University of Cambridge. All supervisors and examiners are bound contractually and in common law to keep confidential any confidential information disclosed to them in the supervision and examination of the projects.
- Our projects are student educational projects and should be seen in this context. The work does not constitute professional advice and no warranties are made regarding the information presented. Neither the authors nor Cambridge Judge Business School and its faculty accept any liability for the consequences of any action taken a result of the work, or any recommendations made or inferred.
- Students are required to declare their association with Cambridge Judge Business School and with their client when collecting information from other organisations.
- Clients are required to attend their team's one-hour presentation between Mon 2 - Fri 6 December held at Cambridge Judge Business School. Clients will be asked to give feedback to the academic supervisor on the conduct of the work.
- For the benefit of our clients, the intellectual property rights to the work undertaken and/or the deliverables produced rest in the client. We do ask that if you publish the findings of the deliverables, you accredit the students wherever possible, and state that work done was conducted as part of the Cambridge Judge Business School MBA CVP 2024.
- No fees are charged, but all expenses incurred in the execution of the project must be met by the host company and paid directly to the students. The client is required to submit a project expenses code or otherwise demonstrate that funds and procedures are in place to ensure prompt payment.
- All companies must assign a named sponsor and a second point of contact who will be available over the duration of the project to advise and guide the students. They must provide the agreed resources, data and facilities to enable the students to complete the project effectively.

(Appendix A) MBA General Confidentiality and Non-Disclosure Agreement

- signed by all MBA students / Mentors

During the course of my studies/as a mentor on the MBA Programme at Cambridge Judge Business School, University of Cambridge, I am likely to discuss and have access to Information, Technology and Ideas that various companies participating in the Programme and Cambridge Judge Business School regard as confidential.

In consideration of my participation on the MBA Programme, I agree for the benefit of participating companies and the University of Cambridge that I will make all reasonable efforts to hold in strict confidence any Information, Technologies and Ideas that I am told in advance are confidential, and will not copy, reveal or disclose such Information, Technology and Ideas to any third party and that I will not use any such Information, Technology and Ideas for my own benefit or the benefit of any organisation with which I am affiliated now or in the future. I also agree to abide by such other rules and guidelines that Cambridge Judge Business School or the University of Cambridge may reasonably impose.

This Agreement shall not apply to any Information, Technology and Ideas which:

- at the date of this Agreement are in the public domain or subsequently come into the public domain through no fault of mine;
- were already known to me on the date of disclosure, provided that such prior knowledge can be substantiated;
- properly and lawfully become available to me from sources independent of the supplying party;
- are disclosed pursuant to the requirement or request of a governmental agency provided that in such event I shall inform you of the nature and extent of any disclosure so required.

This Agreement shall come into effect from the date below and the obligation under the Agreement shall remain in effect for a period of three (3) years.

This Agreement shall be subject to English law.

The Cambridge MBA
Cambridge Judge Business School
University of Cambridge
Trumpington Street
Cambridge
CB2 1AG
United Kingdom

T +44(0)1223 982088

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