



UOB-SMU
Asian Enterprise Institute

A photograph showing four students sitting on the grass outdoors, engaged in a discussion. One student is pointing at a laptop screen.

Business Consulting Opportunities with UOB-SMU AEI

Project 580FY18 - Business Strategies Innovation

Brief Company Profile

The company is in the Media Technology industry.

Objective of the consulting project

The company specialises in providing predictive analytics meant for LIVE tvs such as sports. The founder feels that there are far more opportunities to be explored in terms of the usage of the product. It would like a team on board to unravel the possible oppportunities.

Project Scope

- Environmental analysis on the possible usage of this analytics tool
- Upon data collected, identify where are the fall-short points
- Recommend suitable strategies (suggestions only):
 - Brand story creation
 - Review current market positioning
 - Explore various marketing channels
 - Review of business model

Student Requirements

- **3-member** team with at least one Year 3 / 4 student
- The team will be mentored by a [project advisor](#)

More Information

Start Date: ASAP

Duration of project: 16 weeks

Stipend: \$3000 per team (excluding incidental expenses incurred during the course of the project)

Working hours: Flexible working hours

Internship filing: Up to 10 weeks