**Brief Company Profile**

The company is a sports and adventure events management company.

**Objective of the consulting project**

The company’s flagship event originated from the United States. They have bought the rights and is now operating the franchise. Aside this, the company also invests in R&D for events related technology such as interaction systems to better engage participants for its events. The company has recently developed a new event to be introduced globally. Traditionally, event revenue comes in form of ticket sales and sponsorships, etc. They would like to seek assistance from the students to explore other revenue avenue.

**Project work required (not restricted and not limited to)**

For this project, team will focus on developing new revenue models for the new concept event.

- Identify new revenue channels
- Propose strategies on effective business model of product

**Student Requirements**

- 3-member team with at least one senior student

The team will be mentored by a project advisor.

**More Information**

Start Date: ASAP
Duration of project: 10-12 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