

# 2015 Global Access Program

UCLA Anderson School of Management

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# Program Overview

- Company assigned 5 MBA students
- MBA degree thesis
- Perform primary market research worldwide
- Develop investment quality strategic business plan
- Formal final presentation to 3 outside judges
- Team invests 2,000+ hours over 6 months
- June to December

# Background

- 17<sup>th</sup> year of program
- 592 companies & 3,032 students participated
- Companies from 20 countries, including  
165 Finland, 110 Italy, 107 New Zealand, 69 Australia,  
30 Chile, 28 USA, 23 Brazil, 20 Spain, 5 France,  
5 Korea, 5 Israel, 5 Ireland, 4 Singapore, 4 Sweden,  
3 Estonia, 2 Mexico 1Austria, 1 Russia, 1 UK
- GAP articles in New York Times & BusinessWeek

# Company Selection Criteria

- Technology based product or service
- Product fully launched & generating sales
- Positive cash flow or fully-funded
- 10 or more employees
- Planning to sell internationally

# GAP MBA Students

- 265 Fully employed professionals & part-time students
- Average age 32 years, 9 years professional experience
- 48% born outside U.S.
- 30% ( 80 ) already earned a master's degree, most in engineering or science
- 30% earn over \$100,000/year. Median = \$87,000
- 8 patents awarded
- 9 PhDs, 2 lawyers, 2 MDs, 18 CPAs, 16 CFAs

# Primary Market Research

- Extensive secondary research
- 100+ personal interviews with customers, industry experts, distributors/resellers & consultants
- Team performs 25 days of primary research anywhere in the world
- Attend several trade shows world-wide

# Program Deliverables

- Investment quality strategic business plan with complete set of financial projections
- Results of market research
- Clear set of actionable recommendations
- Formal 15 minute presentation to 3 outside judges
- Plus 20 minute question & answer period
- Access to Anderson's network of 37,000 alumni plus venture capitalists, angel investors & industry professionals

# Program Commitments

- \$17,000 program fee, from which Anderson pays up to \$13,000 for students' travel & research expenses
- Student access to company executives, customers, financials and strategic plans
- Average 2 hours executive time per week
- Students, faculty, staff & company executives sign comprehensive Memo of Understanding & NDA
- Host 2 students for a 2-3 day visit to company headquarters



# Key 2015 Dates

- May 1 - Last day to apply
- 15 days after acceptance - \$5,000 non-refundable deposit due
- July 1 - \$13,000 final payment due
- Late July - Executives & students meet at UCLA
- December 12 - Final Presentation at UCLA

Questions?