**CapSource Education**

**1. Company description**

***Please enter information about your organization and possible link to your website.***

CapSource makes building and scaling industry-integrated project-based experiential learning programs easy. Through a combination of software and services, CapSource helps educators match with companies and design projects based on narrow academic requirements. So far, CapSource has leveraged 300+ different company partners to provide in-depth learning experiences to 3,200+ students at 60+ different institutions around the globe including Notre Dame, The University of Richmond, Adelphi University, and UT Dallas.

**2. Current business challenge and reasons for using a team of consultants**

***Please enter your specific input here. The below is an example of what a different client stated.***

CapSource is looking for a way to better manage and market their free offering, OpenCases, to attract the types of educators that would be interested in eventually using our more premium, paid products and services. The philosophy behind OpenCases is to take our old Capstone and Live Case project outlines and repurpose them as a free, open educational resource. Eventually, we hope to use these cases as a way to vet students applying for our Virtual Internship Programs, a premium offering we have assembled for industry partners.

More info about OpenCases: <https://capsource.io/opencases>

**3. Project objectives**

***Please enter your specific input here. The below is an example of what a different client stated.***

We need help:

* Reviewing the library of “OpenCases” to better
* Getting feedback form educators on how they would use these learning assets
* Better understanding what we might be able to do to improve the content
* Discuss ways of supplementing the content for instructors
* Discuss building a better user experience surrounding the project
* Deciding on how to go-to-market with OpenCases to the higher-ed environment

**4. Specific project deliverables**

***Please enter your specific input here. The below is an example of what a different client stated.***

* Analysis of current OpenCases Library
* Primary research on OpenCases concept as an educational resource
* A series of recommendations on how to improve the content
* A series of recommendations on how to improve the user experience
* An example of how to better package and organize the materials for educators and students
* A go-to-market strategy, including target audience analysis and sample marketing materials for OpenCase concept

**5. Contact for project**

* Name, Position: Jordan Levy, Executive Director
* Email: jordan@capsource.io
* Phone: 516-581-0886

Secondary Contact

* Name, Position: Tim Saidley, Partnerships Manager
* Email: tim@capsource.io
* Phone: 301-526-1825

**6. Best fit for students**

* Interest in social entrepreneurship
* Interested in educational content and resources
* Excited about using technology to solve learning challenges
* Interested in academia and the higher education environment
* Driven to develop a go-to-market strategy for a new product