



LAUNCH EVENT

Monday 22nd June 2020

Introductions

TODAY'S TOPICS

1. CSRN introduction
2. Branch introductions
3. Clients introductions
4. Training overview
5. Sign off



Global Leadership Team & Founders



Jack Elliott

Global Managing Director
President, 180 Degrees Consulting Bristol



Tom Steggall

Global Director, Operations
Co-Head of Data & Analytics, 180 Degrees Consulting Bristol



Immy Ireland

Global Director, Resources
Senior Consultant, 180 Degrees Consulting Bristol



Lee D'arcy

Global Director, Client Services
Vice-President, 180 Degrees Consulting Bristol

What is the COVID-19 Student Response Network?

OUR STORY

The CSRN is a collaborative effort led by established student consultancies across the UK. All partners have an impressive track-record with respect to delivering management consulting services.

The CSRN is the network which connects these consultancies to **shared training and resources**, leveraged to create **maximum impact** within the third sector.

OUR MISSION

To **empower** student consultancies around the world to engage with third sector consulting during COVID-19.



What have we achieved so far?

260 Students



57 social impact organisations



3 Official Training Partners



4-6 TALENTED STUDENTS PER TEAM



6-8 WEEKS HIGH-IMPACT PROJECTS



HIGH QUALITY TRAINING PROVIDED



GLOBAL NETWORK & TALENT POOL

How does it work?

The platform aims to provide the necessary resources and infrastructure enabling student consultancies to achieve impact at scale. Facilitated through key centralized support functions, collaboration is at the core of the network's operations.



Key **centralised support**, leading **student consultancies**, hundreds of the **brightest students**.

CSRN timeline

Projects kick off

Continuous training

Innovation
recommendations &
final reports

Impact Awards

Hosted by

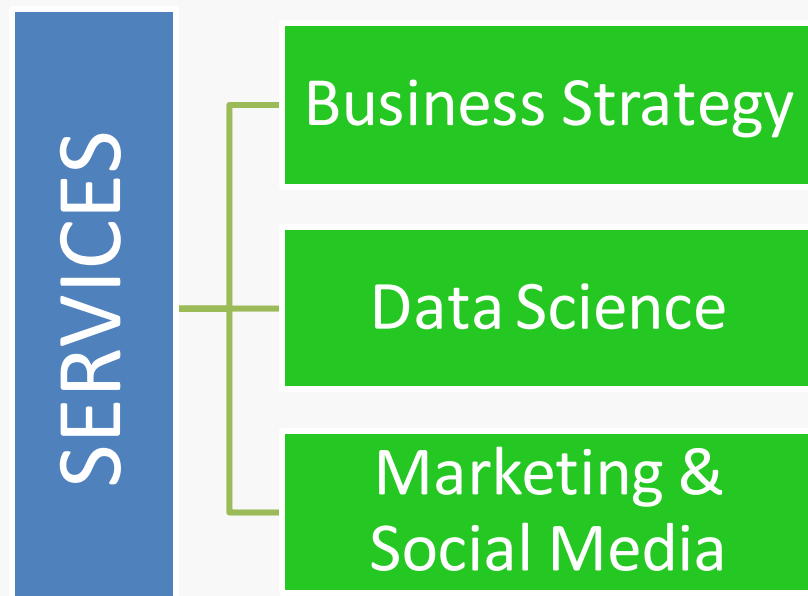

accenture



Network overview

Founded in August 2019, 180 Degrees Consulting Bristol works exclusively with senior stakeholders of charities and social enterprises such as CEOs, Trustees and Directors with the view of helping them maximise their social impact.

180 Degrees Consulting Bristol is one of the only student consultancies in the world offering third sector organisations data science consultancy, specialising in the building of complex machine learning models and interactive dashboards.



PAST PROJECTS



CSR IN INVOLVEMENT





The Wednesday Group is an Edinburgh based management consultancy firm that leverages the city's student population to work on problems our clients face. Founded in 2018, TWG has grown rapidly working with both the private and third sector across the UK and internationally.

OVERVIEW & SERVICES

- **6 to >50 people since March 2018**
- **31 projects to date**



PAST PROJECTS EXAMPLES



STONE BAKED PIZZA, SEAWATER DOUGH AND GOODIES
Rose Street - 0131 225 1500 | Newington - 0131 667 5343

- *TWG suggestions helped save +£100K per year through workable solutions*
- *Advised on expansion plans after completing a competitor and real estate analysis*



- *Market entry report and lead generation increased revenues and profits for UMAI*
- *Advised on a pricing strategy and the implementation of new services across the UK*

CSR INVOLVEMENT

- **68 consultants**
- **15 clients**



Society of Antiquaries
of **Scotland**





Established in December 2018, 180 Degrees Consulting Nottingham is a branch of the World's largest consultancy for non-profits and social enterprises. Providing very affordable, high-quality strategic and operational advice by utilising the untapped potential of top university talent

OUR SERVICES



CSR IN INVOLVEMENT



PAST PROJECTS

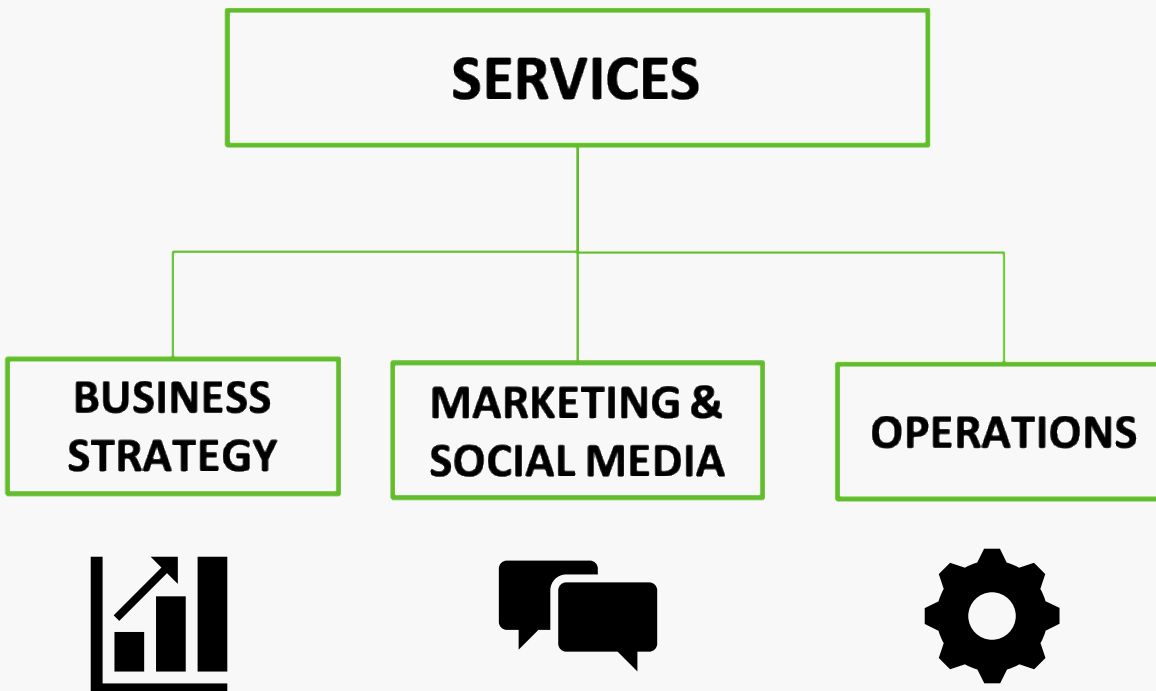


- 215 applications
- 50 consultants recruited
- 10 clients acquired

Established in 2013, Playfair Consultancy Group is a non-profit consulting firm operating out of St Andrews, working with local, national, and international organisations to solve their most pressing strategic issues.

OVERVIEW & SERVICES

- Consultants: 49 (+ operations)
- Clients: >60



PAST PROJECTS



- Competitive analysis
- Brand perception
- Digital engagement
- Target market assessment



- Competitive analysis
- Market entry analysis
- Funding research

CSR IN INVOLVEMENT

- Consultants: 21
- Clients: 5



Founded in 2016 in Tashkent 180 Degrees Consulting Uzbekistan first and single branch in central Asia concentrate on work with local and international organizations to bring its own positive impact on fast changing social sphere of Uzbekistan by non-profit organizations.

180 Degrees Consulting Uzbekistan creates its own unique style of consulting basing on four main faculties: business administration , economic with finance , business and information system and criminal and business law

- Consultants: +40 (70 alumni)
- Clients: +30
- Accomplished project : + 20

Past Projects



Current Project



Promotion: help to attract attention to the platform and recruiting process



Creating partnership : Opening second branch in Uzbekistan and providing assistance and support to its



Clients overview

Client Overview



53 Clients

Across all consultancies we have managed to secure an amazing number of clients.

22 Different Causes

The work we do will have an impact in such a wide range of areas such as mental health, education, hunger, sport and homelessness

9 Countries

The inability to meet in person has presented an opportunity to not need to meet in person

OUR SERVICES

MANAGEMENT STRATEGY

Helping senior stakeholders build long-term strategies aligned with their objectives and mission statement.

SOCIAL MEDIA/MARKETING STRATEGY

With all touchpoints now being digital, it's more important than ever to have a *strong* and *impactful* online presence. We can help evaluate your existing use of social media while also supporting you in content creation and strategy design.

FUNDRAISING IDEAS & STRATEGY

We'll evaluate income streams, and help identify innovative fundraising ideas and strategies.

POST CRISIS STRATEGY DESIGN

With the world changing so quickly we're helping organisations redesign their operations for the world post COVID-19 through designing new services as well as operating models.

DIGITAL STRATEGY

We'll help digitize existing services and products while also helping you utilise the joys of modern technology and the internet.

MISSION SUPPORT / AD HOC TASKS

We'll help digitize existing services and products while also helping you utilise the joys of modern technology and the internet.

DATA SCIENCE

BUSINESS INTELLIGENCE

Turning existing data sets into interactive dashboards with actionable insights using Tableau/PowerBI.

MACHINE LEARNING

Building algorithms and predictive models to uncover hidden relationships.

ANALYTICS

Using statistical models to analyse data, aiding research and allowing data driven decisions

Strategy project example – CoppaFeel!



CLIENT BACKGROUND

CoppaFeel! are the first breast cancer charity in the UK to solely create awareness amongst young people, with the aim of instilling the knowledge and tools they need to get to know their bodies. They like to talk about a serious message in a light-hearted way, empowering people to start healthy habits for life.

Deliverables

- **Operating Model Design:** Helping refine the national outreach programme to remain effective in a post-covid world
- **Outreach Strategy:** Within this, refining the strategy to reach a more diverse 18-24y/o demographic

Example objective statement

Supporting Context

Coppafeel! Want to review how they can effectively reach young people (18-24yrs) with their message during the pandemic. They're adapting their operational plan but still want to explore alternative ways to communicate their message.

Objective Statement

CoppaFeel! Want to find innovative ways of communicating their message to young people.

Recommended Solution

We need to evaluate the current outreach and communications strategy to ensure they are successfully targeting all relevant demographics and consider all touchpoints with relevant consumers.

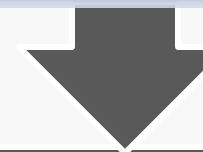


Recommended tool-kits & key enablers

Segmentation

Supporter Journey analysis

Market research



Potential deliverables

Outreach strategy

Campaign design

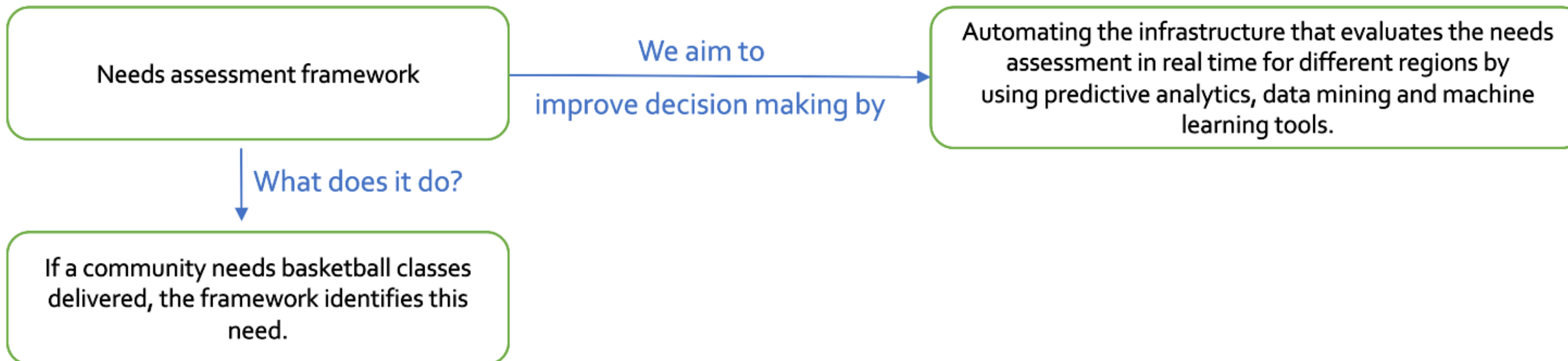
Marketing strategy

Can someone fix the colours on this please

Data project example – Bristol Sport Foundation

Client Information:

- BSF is the charity arm of Bristol Sport; it aims to improve people's lives through sport intervention
- Engage 8000 families per week through 18 different sports
- Want to build a new system to handle logistics, insights and impact evaluation which known as the needs assessment framework
 - This system, if given the go ahead, will be funded by Sport England to the tune of £500k.





Training overview

OFFICIAL TRAINING PARTNERS



INTRO TO STRATEGY CONSULTING

VIRTUAL CLIENT MEETINGS

SOCIAL MEDIA & MARKETING STRATEGY

APPLICATIONS OF ARTIFICIAL INTELLIGENCE



DATA ANALYTICS IN THE THIRD
SECTOR

HOW TO BUILD A DASHBOARD
(POWER BI)

1-2 hours a week live training



OPERATING MODEL DESIGN

SERVICE DESIGN - DESIGN THINKING

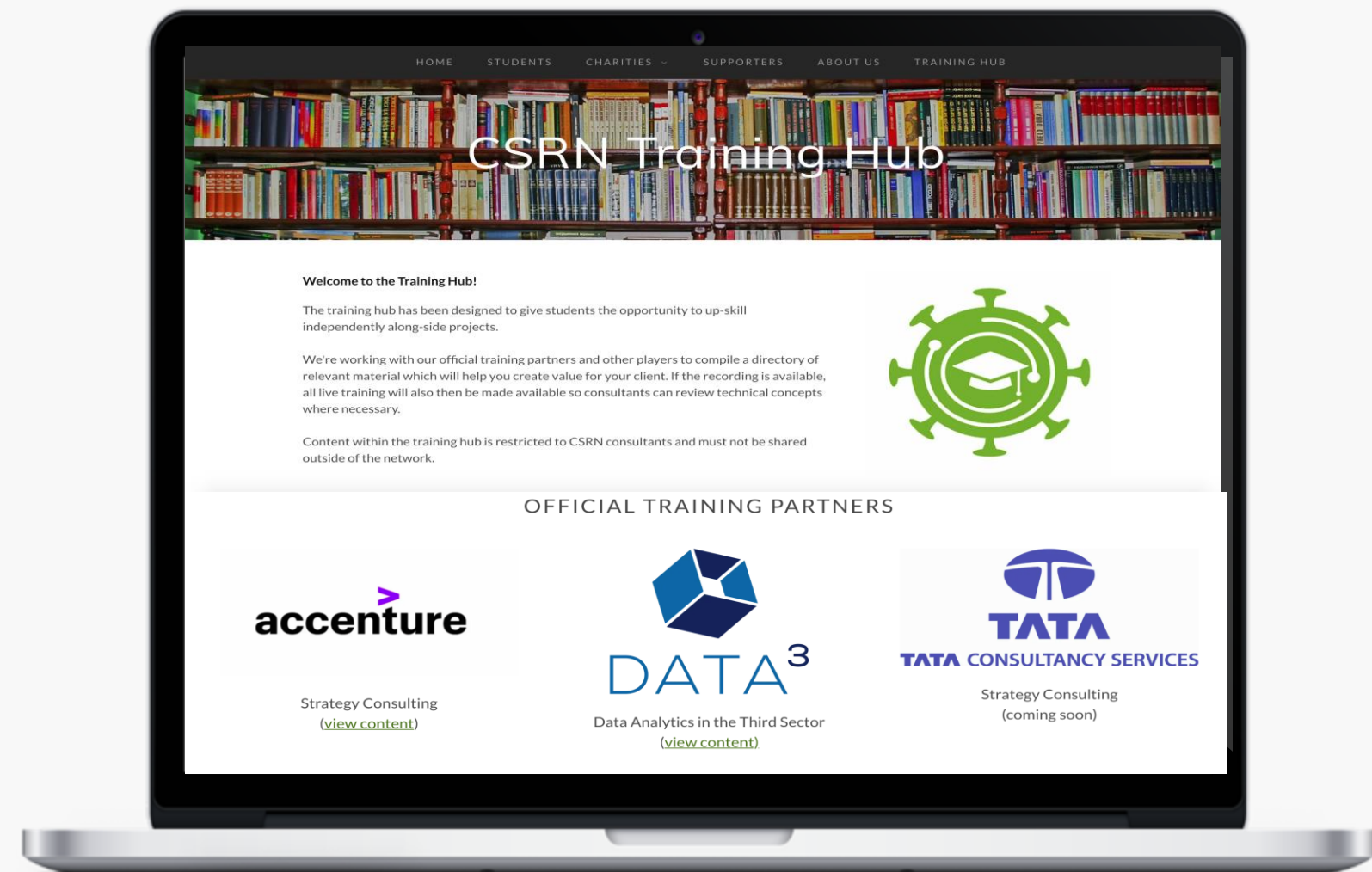
USER JOURNEY MAPPING - SUPPORTER JOURNEY ANALYSIS

DIGITAL TRANSFORMATION

Training Hub

Consultants of the COVID-19 Student Response Network get given access to our bespoke training hub which is full of valuable resources and recordings of training sessions.

The CSRN hub is designed to give students the opportunity to up-skill themselves alongside projects.



Thank you & good luck!

