

*****RSVP in Fuqua Connect*****

Experiential Learning Portal

This will serve as your record of attendance and will put you on our distribution for the student application.

DUKE

FUQUA
SCHOOL OF BUSINESS

Thursday Oct 30, 2025

**FCCP Information Session
Strategy/ Social Impact / I&E Projects**

Strategy / I&E / Social Impact Info Session Agenda (11:30 – 12:15p)

Presenter	Topic
Lead Faculty: Pranab Majumder	Call session to order
Jim Emery & Pranab Majumder	Introductions
Jayne Ciampa	Strategy/HSM: Automation & Validation Strategy
Jayne Ciampa	I&E: DealBuff
Suzette Gaynor	Social Impact: Yoknapatawpha Arts Council
Brooke Kumar	Strategy: Loram
Meredith Gosnell	Strategy: Dollar Shave Club
Meredith Gosnell	Strategy: Nomaco
Meredith Gosnell	Strategy: U.S. Chamber of Commerce Foundation
Fiona Behm	Application Notes & Next Steps

Our faculty has almost 50 years of collective experience teaching FCCP



Jim Emery
HSM Projects

FCCP Faculty Co-Director

13 years teaching FCCP



Pranab Majumder
Strategy / Social Impact Projects

FCCP Faculty Co-Director

13 years teaching FCCP



Stephanie Fruth
Strategy Projects

Independent Consultant
4 years McKinsey

9 years teaching FCCP



Scott Starr
EDGE / Strategy / I&E Projects

Managing Partner,
HighLine Renewables

4 years teaching at Duke



Chris Wedding
EDGE / Strategy Projects

Founder, Entrepreneurs
for Impact
Former PE Investor

7 years of teaching FCCP



Bill Clark
Strategy Projects

Founder, Pivot22
Consulting
9 years Gartner

3 years of teaching FCCP

We co-develop the content and standards (e.g., grading criteria) used in FCCP, but faculty do customize content delivery.

FCCP Fellows 2025-2026



Aaliyah Brown
Executive Fellow



Mac Gilliam
Executive Fellow



Valerie Cella



Nilesh Basu Roy



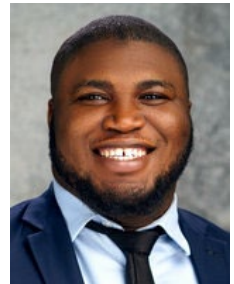
Jayme Ciampa



Lizzy Doykan



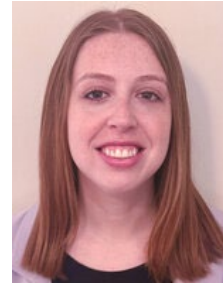
Suzette Gaynor



Quadri Salami



Audrey Wang



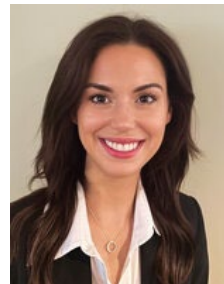
Meredith Gosnell



Patrick Botchwey



Brooke Kumar







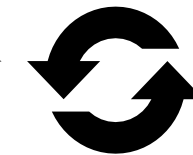
Kendall Trudeau



Kartik Sastry

On the following slides you will find any of these 4 labels for each prospective project

Repeat Client	Duke Alumni	Geographic Focus	Master Agreement
			
<ul style="list-style-type: none">• <i>Indicates client has worked with FCCP before</i>	<ul style="list-style-type: none">• <i>Client is a Duke or Fuqua Alumni</i>	<ul style="list-style-type: none">• <i>Indicates headquartered location or project location focus</i>	<ul style="list-style-type: none">• <i>Indicates this client has yet to sign the FCCP Master Agreement</i>



Project Title	<i>Accelerating Growth in Life Sciences Consulting Amid Market Uncertainty</i>
Focus Areas	HSM, Consulting
Company Overview	AVS Life Sciences, legacy business (20+ years) rebranded in 2022 after acquisition. 40 employees, \$15M projected revenue (2025).
Business Stage	Established company aiming to close revenue gaps and re-invigorate demand generation.



Project Objective	Evaluate and optimize demand generation and operational scalability, recommend high-impact growth levers and digital strategies.
Key Questions	<ul style="list-style-type: none"> • Which demand generation tactics provide strongest ROI? • Where do operational bottlenecks limit client acquisition? • What digital tools/platforms could scale the business?
Reasons for selecting this project	<ul style="list-style-type: none"> • Robust business challenge at the intersection of consulting and digital strategy • Data-rich, client ready for in-depth analysis and actionable recommendations • Students will build expertise in growth marketing, operations, and digital transformation
Likely Faculty Advisor	Pranab Majumder
Fellow	Jayme Ciampa



Project Title	<i>ETA Search as a Service Pricing Optimization</i>
Focus Areas	IE, Consulting
Company Overview	Founded 2025, platform for entrepreneurship-through-acquisition (ETA) buyers. 4 employees, strong early-stage growth.
Business Stage	Startup scaling client base; critical inflection point for pricing and profitability.



Project Objective	Optimize the pricing model for a rapidly growing ETA search and outreach platform to support sustainable revenue and market leadership.
Key Questions	<ul style="list-style-type: none"> • What does pricing elasticity look like in the ETA space? • How can the business maximize revenue without sacrificing user growth? • What new pricing tactics (bundling, dynamic pricing) are most effective?
Reasons for selecting this project	<ul style="list-style-type: none"> • Real-time exposure to pricing strategy in a tech-focused setting • Quantitative and qualitative consulting challenge • Students will develop hands-on skills in pricing analytics and growth strategy
Likely Faculty Advisor	Pranab Majumder
Fellow	Jayme Ciampa

Project Title	<i>Mississippi United Art Fund: fueling rural economies through collaboration, creativity, and sustainable investment</i>
Focus Areas	Social Impact
Company Overview	The Yoknapatawpha Arts Council (YAC) is a nonprofit arts organization based in Oxford, Mississippi, that offers programs, venues, and support to foster arts, culture, and creative development in Lafayette County.
Business Stage	Growth Stage



Project Objective	Creating a data-driven strategy for the Arts Fund to produce a fundraising deck that supports long-term independence
Key Questions	<ul style="list-style-type: none"> • What would an independent, sustainable business model for a statewide arts fund look like? • What do Mississippi's existing data and trends reveal about the potential for arts-led economic growth?
Reasons for selecting this project	<ul style="list-style-type: none"> • Opportunity to create a big impact in rural communities in a unique industry • Cross between public policy, arts, social impact and business strategy
Likely Faculty Advisor	Pranab Majumder
Fellow	Suzette Gaynor

Project Title	<i>RailShield: Strategic Inventory Optimization for Mobile Maintenance</i>
Focus Areas	Strategy, Consulting
Company Overview	Loram is leading the digital transformation of railway maintenance with a portfolio of state-of-the-art inspection technologies, geotechnical services and friction management solutions.
Business Stage	Mature - \$100M-\$1B Est. 1954



Project Objective	Loram is looking to bring in synergies between global entities & improve their processes after colossal COVID-era growth. The absence of centralized controls for dispersed locations (Brazil, UK, India, USA) and strategic inventory planning has contributed to an oversized portion of slow-moving and excess stock.
Key Questions	<ul style="list-style-type: none"> - How can this firm reduce working capital (focusing on reducing surplus and excess stock)? - What are the recommendations can the FCCP team provide to improve storage and movement of slow-moving parts and critical spares?
Reasons for selecting this project	The project combines operations, finance, and analytics in a global context—providing hands-on experience with real business decisions and measurable results.
Likely Faculty Advisor	Pranab Majumder
Fellow	Brooke Kumar



Project Title	Young Shaver Marketing Blueprint
Focus Areas	Strategy
Company Overview	Dollar Shave Club delivers affordable razors and personal grooming products primarily direct to consumers through a subscription-based model
Business Stage	Large mature business

Project Objective	Define the “young shavers” segment, size the market opportunity, and build a marketing plan with strategies and tactics to drive aggressive U.S. growth.
Key Questions	<ul style="list-style-type: none"> • Who are the young shavers, what is the size of prize within this segment, and what is their purchasing behavior? • What would an effective marketing strategy look like to target these young shavers across traditional, digital, and guerilla tactics? • What would an effective implementation plan and roadmap look like for the marketing strategy?
Reasons for selecting this project	<ul style="list-style-type: none"> • Opportunity to contribute to a high-impact marketing initiative for a well-known consumer brand with direct visibility from the CEO • Great fit for students interested in strategy, brand positioning, and go-to-market planning • Chance to work with a repeat FCCP client with highly positive feedback from the prior student team • Unique exposure to the intersection of consumer insights and brand partnerships (including college athletics) • <i>Bonus: free shaving supplies 😊 (see photo on left!)</i>
Likely Faculty Advisor	Pranab Majumder
Fellow	Meredith Gosnell





Project Title	Go to Market Strategy - Composite Pallets and Stringers
Focus Areas	Strategy
Company Overview	Nomaco designs and manufactures custom foam products and engineered components for markets including construction, packaging, home furnishings, and recreation.
Business Stage	Established mid-sized mature business



Project Objective	Develop a go-to-market strategy for Nomaco’s new polypropylene-based composite pallet stringer—an innovative, sustainable alternative to wood—by identifying attractive market segments, validating customer demand, and crafting positioning, pricing, and channel strategies to drive adoption in a traditionally wood-dominated market.
Key Questions	<ul style="list-style-type: none"> • What are the different market segments for this product and what is the size of each? • Who are the ideal customers to adopt composite pallet stringers and what is their profile? • Who are the competitors in the market today and what differentiates their offerings? • What could a GTM strategy look like for this new product (including positioning, pricing, and channel strategies)?
Reasons for selecting this project	<ul style="list-style-type: none"> • Opportunity to help manufacturer identify and size market opportunities for an innovative, sustainable product line • Ideal for students interested in marketing and strategy (e.g., developing go-to-market strategy, market segmentation, and market sizing) • Blend of strategic thinking and hands-on analysis
Likely Faculty Advisor	Pranab Majumder
Fellow	Meredith Gosnell



U.S. CHAMBER OF COMMERCE FOUNDATION

Center for Education and Workforce



Melissa Fwu



Washington DC

Project Title	Skill Savings Wallet Go-to-market Strategy
Focus Areas	Strategy, FinTech
Company Overview	Nonprofit affiliate of the U.S. Chamber of Commerce that focuses on educating the public, supporting businesses, and promoting free enterprise solutions to address social and economic challenges
Business Stage	Large mature foundation



Project Objective	Develop a go-to-market strategy for a fintech-enabled Skills Wallet to support forthcoming Skill Savings Accounts (SSA) legislation, aiming to create a national system for verified learning records and tax-advantaged upskilling investments that bridge employers, workers, and training providers.
Key Questions	<ul style="list-style-type: none"> • Who is most likely to participate in this program (across employers, postsecondary institutions, and workers) and what is the potential market size? • What is the value proposition for each stakeholder group, and how can behavioral incentives drive participation? • What is the recommended rollout approach (e.g., state-based pilots) as well as implementation plan and timeline? • What are the major risks and how can they be mitigated?
Reasons for selecting this project	<ul style="list-style-type: none"> • Opportunity to shape a national initiative redefining how Americans finance, earn, and share workforce skills • Ideal for students interested in business strategy, fintech, workforce innovation, or the intersection of education and public policy • Collaborate across industries and sectors to define the future of this upskilling and reskilling initiative
Likely Faculty Advisor	Pranab Majumder
Fellow	Meredith Gosnell

Your Student Application – Next Steps

- **Mandatory Info Session:** You must attend an Info Session to apply for FCCP
- **RSVP in FuquaConnect:** Please RSVP through FuquaConnect for the Info Session of your choice. Afterward, you will receive the application link and details
 - *Non-Fuqua students: There is a separate Virtual Info Session and application process – please send us an email to receive this information*
- **Application Timeline:**
 - Applications open on Monday, October 27
 - The application link will be emailed to those who RSVP'd for an Info Session
 - **Applications are due by Sunday, November 2, at 11:59 pm ET**
- **Application Instructions:** The application will include details on how to apply as a **team** or as an **individual**
- **Matching Process:** Please be responsive during our matching process, which will take place the week of November 3