

## B-Clinic Client Application Form

Thank you for expressing an interest in working with the Sauder Business-Clinic. Our MBA students are keen to help you solve your business challenges. In order to help students better understand the nature of your project, we kindly ask that you complete this form.

**Company Name and website address:** Slingshot Vancouver (<http://slingshotvancouver.ca>)

**Primary Contact Name:** Mark Huvenaars, Digital and Social Media Strategist

**Primary Contact email:** [mhuvenaars@slingshotvancouver.ca](mailto:mhuvenaars@slingshotvancouver.ca)

**Primary Contact Phone Number:** W – 604.629-2066

Core competencies required by the business:

- Finance
- Marketing
- IT
- Strategy
- Business Development
- Other:

Please profile your organization by briefly answering the questions listed below:

1) Can you please summarize the nature of your organization?

Slingshot is an independent advertising agency born of Publicis Vancouver and Saatchi & Saatchi Drum. We tell stories. Not just any old stories, but stories that connect, and stay true to the essence of the brand. Our integrated capabilities allow us to stay media agnostic; we let ideas drive the medium.

2) What is the business challenge(s) your organization is facing?

We have a unique opportunity to pitch to a national restaurant chain. The organization is dissatisfied with their current agency. Our business challenge is to develop this pitch to engage and secure the client.

3) Describe the role you foresee Sauder students assuming within your organization and what you feel the final deliverable(s) should be?

We foresee Sauder students conducting quantitative research (e.g., surveys, etc.) and qualitative, on-the-ground research (e.g., video interviews, etc.) to complement our pitch. We seek recommendations on how to engage the client based on the research. The final deliverables will be a presentation, brief report, and research assets (e.g., video clips from interviews).

- 4) Can you estimate how many hours of work you would require from our students (please keep in mind the 50 hour maximum per student)?

We estimate a commitment of 30 hours per student (i.e., ~5 hours per week \* ~5 weeks of research and ~1 week to prepare deliverables).

- 5) Is this work to be completed by an individual or is there potential for group collaboration among multiple students?

Collaboration among two or more students will likely yield the best research and recommendations.

- 6) Is there a specific timeline by which you need the work completed?

We will be pitching to the client in the mid November (TBC), so the deadline will be mid November.

- 7) Will students be working closely with yourself (or other employees), or will they be asked to complete the work on their own?

Students will be working closely with me. They will have access to the entire Slingshot team.

- 8) Is it acceptable to have students work remotely, or does the project require them to physically work from your office? If so, where is your office located?

Students can work remotely, but there is a better opportunity to network with clients and the team by working in the office. Students will have access to two desks and the boardroom. We are located at 300 – 1008 Homer St., approximately a 5-minute walk from the Yaletown-Roundhouse station.

- 9) Do you require that students sign a non-disclosure agreement?

Yes.

- 10) Would you be willing to write this student a letter of reference upon satisfactory completion of the project?

Yes. Absolutely.

To submit an application or learn more about partnering with the Sauder Business-Clinic, please contact:

**Professor Murali Chandrashekar**  
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