



# Graphite Group

## A student-run business consulting group based out of the Claremont Colleges.

We partner with innovative businesses and institutions across the US, helping local entrepreneurs and business leaders overcome pressing challenges and achieve their strategic goals.





# Focus

Our teams specialize in helping startups and corporations achieve success by delivering tailored and interdisciplinary solutions that address their unique challenges and objectives.



Completed over **40 projects**  
**in 9 different sectors** since  
2018 with clients from across  
the nation.



Consulting arm of the Randall Lewis  
Center for Innovation and  
Entrepreneurship (**RLCIE**) giving us  
access to **quality resources**.



Our students major in data  
science, economics, engineering,  
computer science, finance, and  
more.

# For Clients

Since 2018, Graphite has worked with over 35 business across 9 industries helping them achieve their strategic goals

## Logistics

- Projects run for one semester (12 weeks) or two semesters (24 weeks)
- Client acquisition take place in July-August for fall projects and in December for spring
- A team of 4-5 consultants led by an engagement manager
- Th team will contribute ~40-45 hours of cumulative work per week
- No service fee

## Types of work

### GG strategic consulting

**Market Entry:** Identify local market dynamics, customer segments and key opportunities for competitive advantage

**Market Positioning:** Comprehensive market analysis and competitive benchmarking

**Pricing Strategy:** Analyzing market trends, consumer behavior and cost structures

**Customer Engagement:** Identify the ideal clients and deepen those relationships to drive loyalty, leveraging data-driven insights and innovative engagement tactics

**Cost Optimization:** Detailed cost analysis and analysis on procurement and inventory

### GG digital consulting

**Data Strategy & Optimization:** Analyzing, optimizing, and cleaning data

**AI Strategy & Model Deployment:** Advising on AI strategies, developing and deploying ML models

**Application Development & Solutions:** Designing and developing tailored software solutions, from websites to custom platforms

**Product Design & UX Optimization:** Conducting user research, designing intuitive products, and enhancing user experiences through prototyping and usability testing

**Emerging Tech Research:** Conducting research on technologies; evaluating the viability of new ideas through testing and analysis

*"Our team's experience with Graphite has been absolutely impactful. Their innovative approach to bringing in subject matter experts looking to make a genuine contribution has added a continually evolving dimension to our product development process and we thank all involved for our continued collaboration!"*

# For Students

Work with founders, industry leaders and entrepreneurs while building a meaningful network of like-minded students

## Being a Graphite Member

### Project Work

- Work with 4-5 members on a semester-long project with a business, focusing on innovation
- Learn how to assess, analyze and perform detailed analysis from pricing models, competitor analysis, industry research and more
- Enhance your Excel and Powerpoint skills

### Leadership

- Take ownership and responsibility by becoming a project lead and managing a team and leading client communications
- Receive training on how to execute a successful project

### Professional Development

- Engage in a over 1-month long professional development workshop
- Gain insights through our GG exclusive network and speaker series

### Have Fun!

## Application Overview

1

Apply to become a GG strategic consultant or GG digital consultant

2

Written Application: Resume + Case Analysis

3

Group Interview: Work with others on solving a case

4

Behavioral Interview: Meet the team!

## Outcome & Network

McKinsey  
& Company

BCG

BAIN  
& COMPANY

KPMG

accenture

Apple

BLACKROCK

J.P.Morgan

Moelis

Deloitte.

MERCER

ANALYSIS GROUP

Microsoft

Meta

Goldman  
Sachs

EVERCORE



# Thank you!

For more information, please contact us.



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