

# Spring Internship 2022

Company: The Minuet Group (TMG)

Name and Title:

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## Project Scope Document

### Brief description of company

- TMG is an HR and business advisory firm founded by Cornell University and KPMG alums.

### Research project objectives

The main idea is to create an excel database that breakdowns \$1Billion of non-debt funding available to founders, especially diverse entrepreneurs.

Boys and Girls Club / High School interns are also participating. You can receive recognition on your resume for serving as a mentor.

See PowerPoint for more explanation.

- **QUESTION:** How valuable is easy access to over \$1B in funding for potential unicorn founders?
- **Problem:** Entrepreneurs do not know where to find or track funding opportunities. \$1B in non-debt funding is provided by organizations seeking entrepreneurs. Entrepreneurs want to raise revenue from customers not capital from investors.
- **Solution:** A database with funding sources like websites for college scholarships, e.g., Scholly from Shark Tank.
- **Result:** Entrepreneurs know the relevant funding available per month. Now there is a manageable process to apply

- **Customer:** What are the key pieces of information that entrepreneurs want to know about funding?
  - **Funders:** Accelerators • Pitch Competitions • Banks • Venture Capital • Bootcamps
  - **Leadership Contact:** • Email • LinkedIn • Phone Number • Social Media
  - **Logistics:** • Application Deadline • Program Duration • In-Person or Virtual
  - **Funding Types:** • non-Equity • Equity Terms • Total Funding • Free Services - Workspace, Mentorship, Subscriptions.
  - **Eligibility:** • Diversity • Black Men • LGBTQ • Industry • Pre-Seed • Tech

Sources available to conduct the research (e.g. databases, client lists).

- We have identified 500 sources of capital. We are seeking students to create a clean database with filters and find key pieces of information from funders websites.

Required deliverables (e.g., PowerPoint, Executive Summary Report, SWOT, etc.)

Final deliverable is a 12 slide PowerPoint with key findings such as highest dollars available, month that most applications are due, etc.

Deliverables Schedule:

Week/Hours	Dates	Deliverables Due
1	2/7/22	Provide a one-hour verbal presentation demonstrating that each person understands the project goals.
2	2/14/22	Determine are we looking for correction information and determine Key Performance Indicators (KPIs).
3	2/21/22	Provide tips and tricks document (two pages) on how you are finding critical information.

4	2/28/22	Draft 1 - Begin outline for 12 slide PowerPoint.
5	3/7/22	Realign participants or students' motivation with project. Discuss how this project is helping with your long-term goals.
6	3/14/22	Use excel / google sheet to add charts
7	3/21/22	Find new sources of funders to add to database.
8	3/28/22	Draft 2 – PowerPoint slide. Begin to add logos / key phrases needed.
9	4/4/22	Clean database. Find excel teacher to provide guidance.
10	4/11/22	<b>FINAL DELIVERABLE DUE</b>
11	4/18/22	Remainder of time spent on final edits, determining how this information can best be used, value to audience, who would use this information besides single entrepreneurs.
12	4/25/22	Remainder of time spent on final edits, determining how this information can best be used, value to audience, who would use this information besides single entrepreneurs.
13	5/2/22	Remainder of time spent on final edits, determining how this information can best be used, value to audience, who would use this information besides single entrepreneurs.
14	5/9/22	Remainder of time spent on final edits, determining how this information can best be used, value to audience, who would use this information besides single entrepreneurs.
15	5/16/22	Remainder of time spent on final edits, determining how this information can best be used, value to audience, who would use this information besides single entrepreneurs.