CEL Entrepreneurial Consulting Team

Build innovation.

Fresh thinking. State-of-the-art theory. Unvarnished insights. The CELect program connects organizations around the globe with talented WashU students to consult on early-stage business challenges. These faculty-supervised consulting projects center on enterprises in the startup ecosystem and consist of multidisciplinary student teams in business, law, engineering and other disciplines.

Diverse student teams undergraduate and graduate business, law, engineering

students per team

fall and spring

Global startup consulting in St. Louis, NYC, Silicon Valley, Barcelona, Mumbai, Tel Aviv and other places around the world

marketing plans, competitive analysis, product audits, financial strategies, researching, writing and analyzing, marketing, operations, finance, analytics, logistics, organizational design and strategic planning

to participate

Arch Grants Denim Social Engagedly Epharmix FinLocker Hatchbuck inBe iSite Media Keybot Monto Nanopore Diagnostics Rahill Capital Sparo Labs Teachfloor The Yield Lab TopOPPS T-Rex Utopia Labs

cel@olin.wustl.edu | 314-935-4512 | olin.wustl.edu/cel
Confront challenge, create change.

We challenge students to look beyond the bottom line to determine what will make the biggest impact and do the most good.

The CEL leadership team partners with participating organizations around the world. Together, we’ll define key issues and set the project direction and timeline. Project areas are comprehensive and range from high-level strategy to detailed, in-depth analysis in specific areas.

The faculty-supervised student consulting teams are assembled from across WashU and based on your organization’s specific project needs.

As a benefactor of Wash U’s CELect program, we received a comprehensive marketing study for a niche SaaS product that we began implementing immediately!”

Jane Vancil
2021 CELECT CLIENT, INCENTILOCK

The Center for Experiential Learning

Olin’s Center for Experiential Learning links the classroom with the world of business. With faculty support and guidance, talented Olin students apply leading-edge practices and practical management solutions to your business challenges.

<table>
<thead>
<tr>
<th>Comprehensive Strategic Engagement</th>
<th>Startup Ecosystem</th>
<th>Social and St. Louis Impact</th>
<th>International Immersion</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEL Practicum</td>
<td>CEL Entrepreneurial Consulting Team</td>
<td>Small Business Initiative</td>
<td>Madagascar Sustainability Initiative</td>
</tr>
<tr>
<td>Finance Metrics Clinic</td>
<td>Taylor Community Consulting Program</td>
<td>Taylor Community Consulting Program</td>
<td></td>
</tr>
<tr>
<td>Marketing Metrics Clinic</td>
<td>Olin/United Way Board Fellows Program</td>
<td>Olin/United Way Board Fellows Program</td>
<td></td>
</tr>
</tbody>
</table>

Find out more.
Visit our website, olin.wustl.edu/cel and click on the “Apply for a Project” button.

Contact us.
314-935-4512
cel@olin.wustl.edu