

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.



OLIN BUSINESS SCHOOL AT WASHINGTON UNIVERSITY

Diverse student teams

undergraduate and graduate
business, law, engineering

4-5 | students
per team

2

time frames

fall and spring



Recent clients

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



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

Consulting expertise

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

7-week projects

No fee
to participate

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.

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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.

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



Participation requirements

1. Early-stage startup company
2. Employees beyond the founders
3. Students will work directly with the founders
4. Outside funding sources

Find out more.

Visit our website, olin.wustl.edu/cel and click on the "Apply for a Project" button.

Contact us.

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