

Small Business Initiative

Make a difference.

Fresh thinking. State-of-the-art theory. Unvarnished insights. The Small Business Initiative connects you with talented WashU students to consult on your business challenges. These semester-long consulting projects, focused on smaller for-profit businesses in economic opportunity zones, are student-led and faculty-supervised.



OLIN BUSINESS SCHOOL AT WASHINGTON UNIVERSITY

Undergraduate
student consultants

4-6 | students
per team

2

14-week project
time frames

fall and spring



Recent Clients

Creative Tees & More
EyeSeeMe
Ferguson Farmers Market
Hollow Woodworks
Hunts Haven Home Care LLC
Laughing Bear Bakery
Niche Food Group
Paw Perfect
Sew St. Louis Salon

Regional clients

Areas of expertise

marketing, operations, finance, analytics, organizational design, development, strategic planning



Organizational
consulting focus for small business

No fee
to participate

Confront challenge, create change.

Our students are informed by numbers, driven by principle. We challenge them to look beyond the bottom line and carefully consider what will make the biggest impact and do the most good.

SBI student teams, assembled based on your project needs, are passionate about creating social impact in the St. Louis community. Project areas are comprehensive and range from high-level strategy to detailed, in-depth analysis in specific areas. Our CEL leadership team partners with you to define key issues and set the project direction and timeline.



Thanks to the CEL, my dreams are now becoming a reality. With their support and resources, I can grow my business, create more jobs and positively impact my community. They not only help business owners, they help change lives.”

Kendra Cosey
FOUNDER, SEW ST. LOUIS SALON

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



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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