



HOUSE OF INNOVATION

# SSE LIVE-PROJECT IN INTERNATIONAL BUSINESS CALL FOR COMPANIES

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Fall 2025

# YOUR OPPORTUNITY

- We are looking for **companies - e.g. multinationals, SMEs and startups** - interested in the opportunity to cooperate in **a real-life consulting project over two weeks.**
- **Team of 5-6 senior SSE students** working on your internationalization challenge
- Students act as **consultants** for a real organization, which gives them an opportunity to **explore, analyse and solve a relevant business challenge**
- Students **apply the principles and tools** anchored in **international business-theory and methodology.**
- The **output will be a presentation and a written report.**

In the past, we have successfully worked with several organizations from different industries (energy, F&B, telecommunication, insurance, IT, etc.)



# INTERNATIONALIZATION CHALLENGE ASSIGNMENT

This assignment could focus on:

1. **Market entry into a new foreign market** (assignment could involve market selection, market assessment, go-to-market plan)
2. **Market expansion challenge in existing foreign market** (devise a plan to expand or re-organize business in a foreign market the firm is already active in)

# COMPANY BENEFITS

1. High value consulting
2. Get concrete deliverables from in-depth analysis by committed SSE students coached by SSE faculty
3. Leverage top talent – Access to highly-talented and entrepreneurial students with the prospect of meeting future recruitment and growth needs.
4. Brand exposure at SSE
5. Influence through education – Contribute to the education through real-live cases

## KEY - DATES:

### 2 week live-project

#### **Kick-off on October 14:**

- Present your challenge and answer students' questions.
- **Final presentation on October 29:**
- You are welcome to SSE to listen and comment students' final presentation.

#### **Coaching(s) – during the project:**

- At your convenience - students can meet/contact you whenever they have questions, or you feel appropriate.





To express your interest and/or for more  
information, please contact us!

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We would be happy to have you on board!

