QConsult Commercial Case Studies

Plan Brothers
The Challenge
Plan Brothers offer software solutions to make compliance related paperwork non-existent. Their most promising product is a software that replaces pen and paper checklists in audits and assessments. Plan Brothers wanted a deep assessment of their main competitors as well as an investment pitch.

The Process
The student team:
- Researched and analysed Plan Brothers’ main competitors.
- Identified a gap in the UK and global market that Plan Brothers could exploit.
- Made recommendations on how Plan Brothers should position themselves to exploit this gap.
- Provided qualitative data for an investment pitch- for which Plan Brothers used the students’ recommendations and presentation when meeting with investors.

The Outcome
‘The students delivered and the data analysis was even more impressive than what we hoped for. It gave us the resources at a crucial point in our growing venture. QConsult is good value for money for SMEs to outsource chunks of their work. It was clear that the students had put in a lot of extra work- something that Plan Brothers had not asked for- and this was really appreciated.’
- Anthony Jones, CEO, Plan Brothers

Pentalumen
The Challenge
Pentalumen are expanding into the area of 3D printing services and are launching printing stores in major cities across the UK. Pentalumen asked the students to create a pricing model for the 3D printing services they would offer.

The Process
The student team:
- Performed competitor analysis to identify Pentalumen’s main competitors.
- Researched the costs associated with average print jobs and then identified the best fit of pricing that Pentalumen should adopt.
- Defined a Pricing Model for the different levels of services being rendered through the consumer stores.
- Delivered a proposal for a functional and realistic pricing model including rental costs, salaries and projected profits.
- Made recommendations about which 3D printer Pentalumen should acquire.

The Outcome
‘I enjoyed the overall experience of hosting the QConsult Project. I really liked working with young minds and wish them a successful journey ahead. The programme helped us to get introduced to some good potential talent. This has given us the opportunity to explore prospective human resourcing options.’
- Raahil Burhaani, Managing Director, Pentalumen

Firetail
The Challenge
Firetail are a consultancy agency that works to help civil society (charities and not for profit organisations) make better and smarter choices, so that they can make a
difference to their causes and their communities. Firetail wanted the students to explore the option of Firetail developing their own viewing facility to use for their focus groups and potentially hire out to others.

**The Process**
The student team:
- Researched and reviewed the viewing facility market to develop their understanding of the market.
- Developed further ‘hypothesis led’ research which allowed them to shape their set of recommendations delivered to Firetail.
- Provided detailed recommendations directing Firetail to open a viewing facility.
- Developed a proposal for how Firetail could open a viewing facility and make a sustainable profit.

**The Outcome**
‘We were very glad to be part of QConsult. It was a good opportunity to be involved in the local community. The students’ presentation skills exceeded our expectations, in their hard work and dedication. The team were engaged and hardworking’ - Andy Martin, Director, Firetail

**Launch 22**

**The Challenge**
Launch 22 is a business incubator which supports people from all backgrounds into entrepreneurship. Launch 22 received investment to scale up nationally and wanted to identify, measure and improve their social impact as a result.

**The Process**
The student team:
- Worked with the Launch 22 team to establish their definition of ‘social impact’.
- Conducted research through interviews and surveys to monitor the impact of Launch 22’s services and resources such as: events, workspace and mentoring.
- Conducted market research of what other incubators and workspaces in East London were offering to identify Launch 22’s USP and added value.
- Analysed the research data and provided recommendations for Launch 22 to improve their social impact, some of which have been shared with their board and are being implemented.
- Created a financial analysis of the Return on Investment Launch 22 is delivering in the context of social impact.

**The Outcome**
‘It was more than we were hoping for. We set the standard high and they delivered. The project has contributed to the development of our business. They delivered a very useful report and advice we can work with. We can use their findings in a lot of big projects...they created a foundation on which we are going to hire a Social Impact Manager to keep on improving their work.’
– Vincent Wijdeveld, Operations Manager, Launch 22