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OTCR two-fold mission is to create meaningful value for clients and invaluable experiences for students.

Client Service

First, to help our clients make sustainable business and technology improvements.

Founded in 2000, OTCR has completed over 150 successful projects with a wide variety of clients including:

- Fortune 500 corporations
- Non-profit organizations and UIUC units
- Technology entrepreneurs and start-ups

OTCR provides consulting services including business strategy, technology strategy, and product development.

Student Development

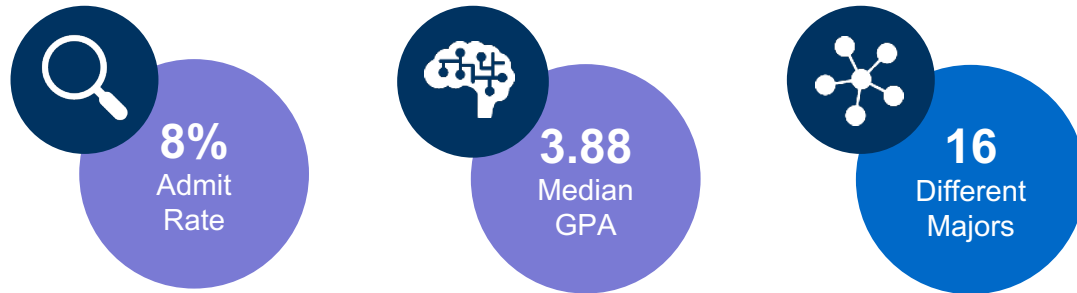
Second, to prepare our students to be successful leaders now and throughout their careers.

We believe that supplementing rigorous academics with real-world work experience accelerates students' learning and professional development. We provide:

- Extensive training
- Hands on work experience
- Corporate sponsored workshops
- Accelerated leadership opportunities
- Networking with a strong alumni base

Students must undergo three rounds of interviews before joining OTCR. Members are some of the most talented students across the University, spanning a diverse range of majors and experiences.

Student Facts



OTCR members have...

- Placed in the top five at national debate tournaments
- Written apps with more than 200,000 downloads
- Been recruited to play soccer for international feeder teams
- Directed hackathons with thousands of attendees
- Become nationally-ranked in competitive chess
- Started a nonprofit for disaster relief in Southeast Asia

Where Members Go Upon Graduating



OTCR has completed over 150 successful engagements spanning a variety of industries and functional areas. Below is an overview of our services.

Services

- Industry, technology, or market trends analysis
- Marketing strategies
- Growth strategies
- Operations analysis and improvements
- Partnership strategies
- Competitive analysis
- Market entry
- Product development
- Product validation
- Launch strategy
- Technology commercialization
- Digital marketing strategy

Selected Past Clients



Testimonials

“OTCR provides high quality work that is impactful, accurate and timely.”

- John Fox, VP at Indeed, Formerly at McKinsey

“The presentation and model the team created was no different than what I would see from McKinsey or Bain.”

- Hunter Walk, CEO PromptMed, Formerly at Goldman Sachs

“The consultants on the OTCR team are top notch - they're phenomenal at taking high level goals and running with them.”

- Janice Yoshimura, CEO Opus Search, Formerly at McKinsey

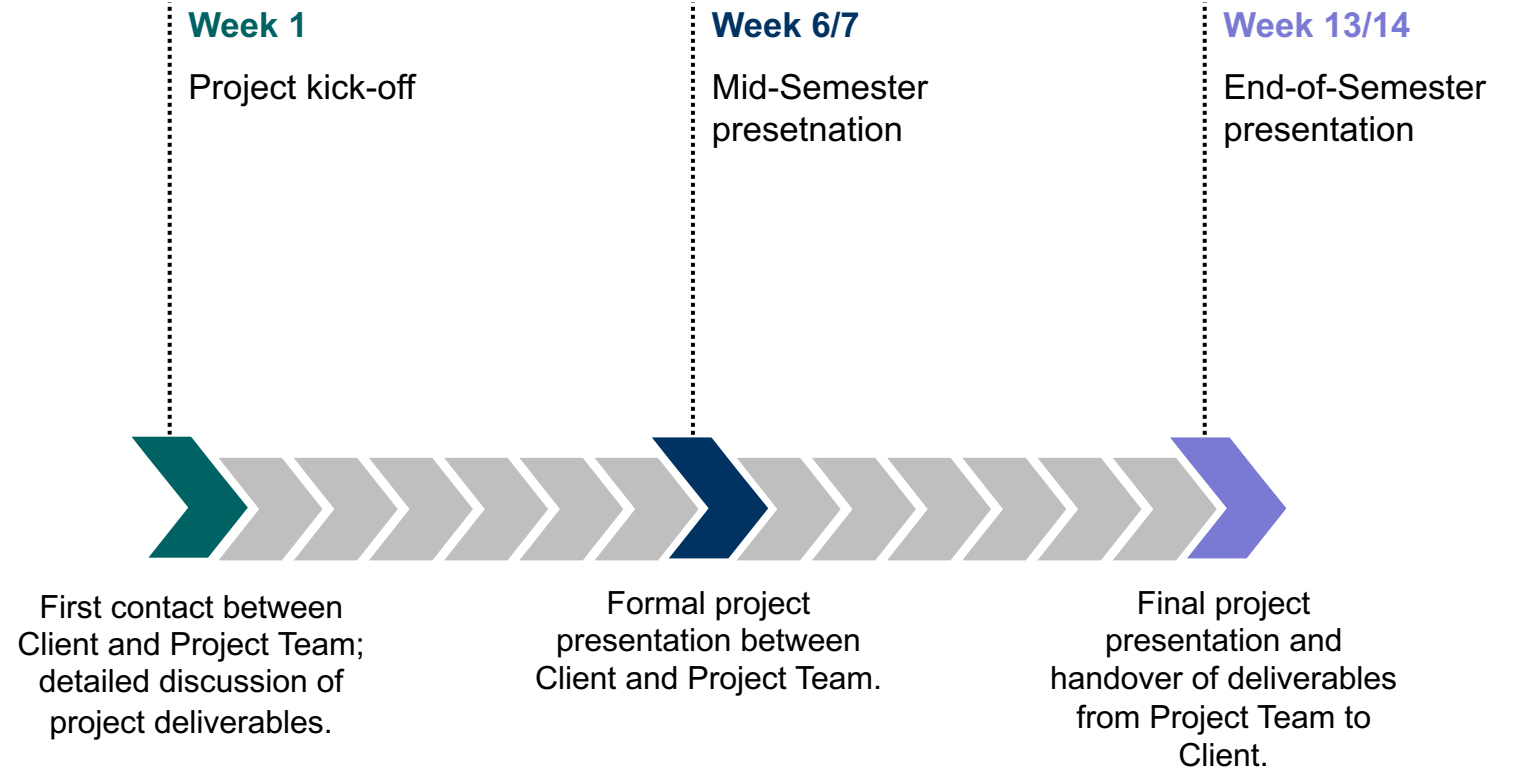
OTCR's projects last 12-14 weeks and run according to the University calendar.

Project Dates

- Spring Semester
 - Start: mid-January
 - Finish: end-April
- Fall Semester
 - Start: early September
 - Finish: mid-December

Remuneration

- No charges or fees
- Target donation is agreed upon before project begins
- Not obligatory, only **based on project team performance**



Weekly Client-Team interactions strike an optimal balance between your time commitment and ensuring smooth work progress for the project team.

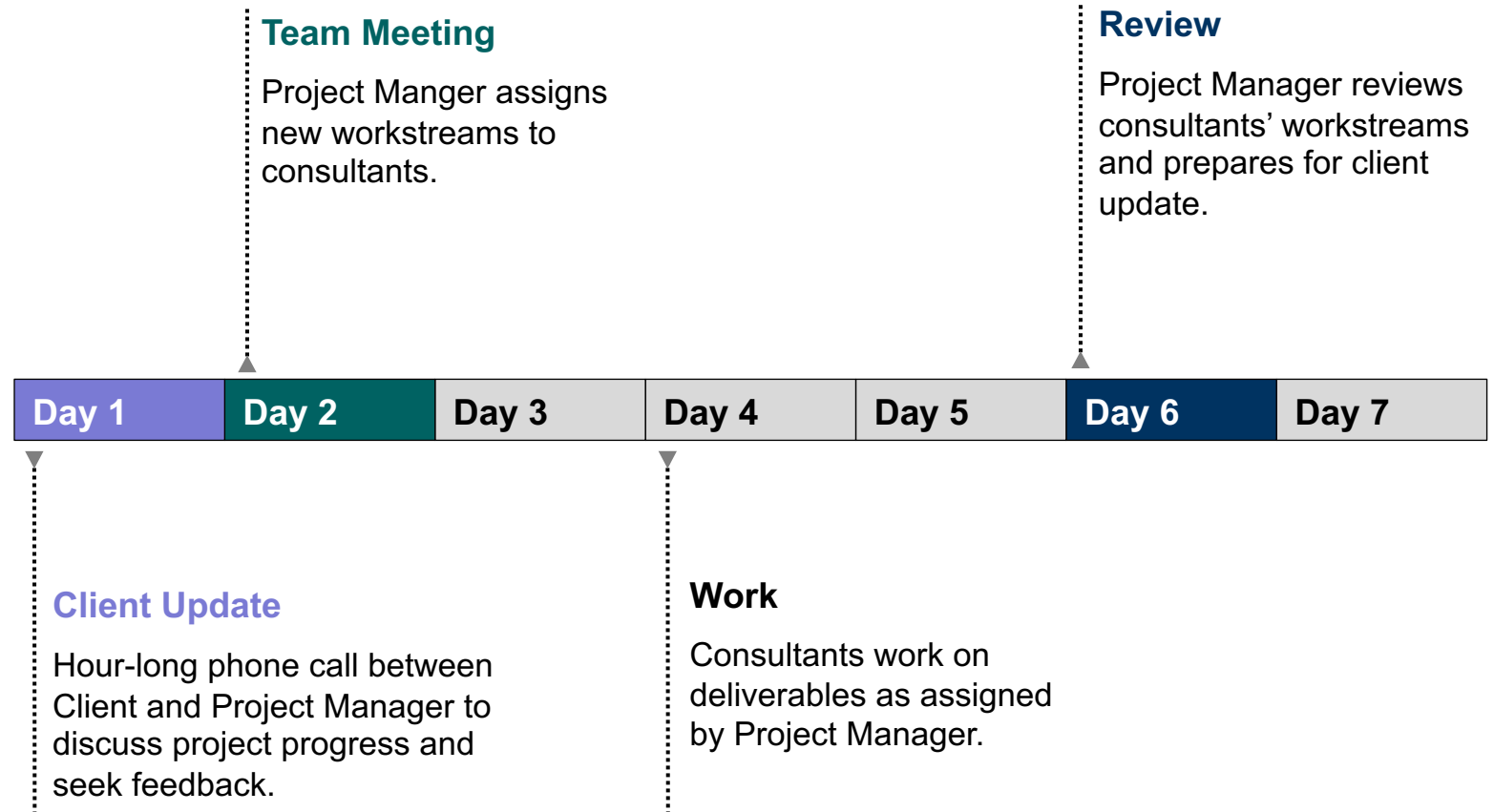
OTCR's projects run on a weekly cycle: Client Update, Team Meeting and Review are the key touchpoints every week.

Project Team

- 1 Alumni (Oversight)
- 1 Engagement Partner (Oversight)
- 1 Project Manager
- 4-6 Consultants
 - Interests and capabilities aligned with project scope
- Approximately 350-500 man hours per semester

Commitment

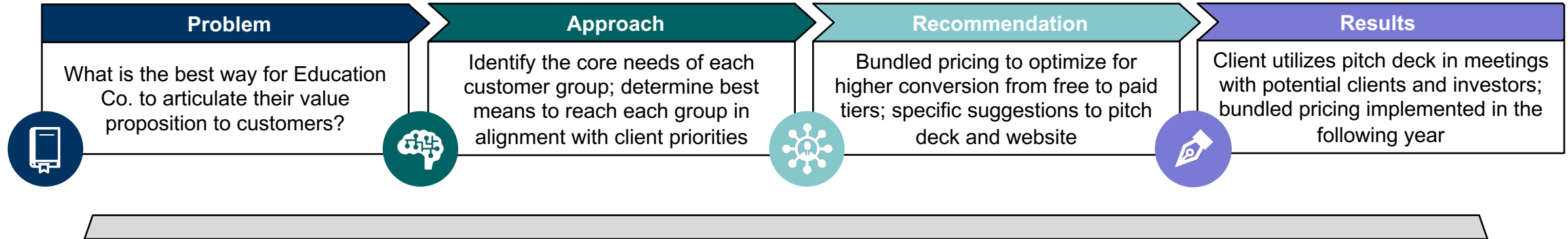
- Client to commit 1-3 hours / week
 - Update with Project Manager (usually 30-60 minutes)
 - Data Collection
 - Project Team Presentations



Weekly Client-Team interactions strike an optimal balance between respecting your time and ensuring smooth work progress for the project team.

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Education Co. was looking for the best way to articulate their value proposition in their pricing, optimal marketing strategies to reach their target market, and recommended geographic areas for expansion.



Client:

Education Co. is an up-and-coming interactive platform to help kids and young adults find and access programs to learn relevant skills to their interests and needs. The firm is looking to solve the logistical problem of finding the best programs for maximum reward.

Problem:

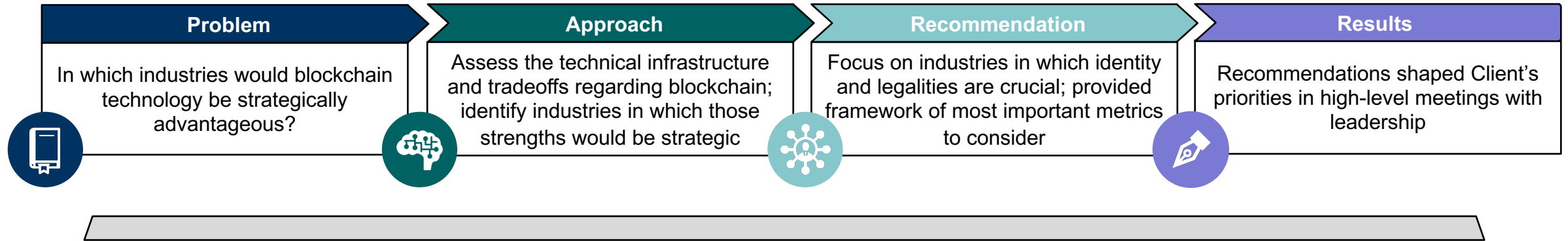
The Client engaged OTCR in order to understand how to best articulate their value proposition to multiple customer groups, to determine the optimal marketing strategy to reach their target market, and to recommend geographic areas for expansion in the next few years.

Solution:

OTCR determined that customer conversion from free to paid services was low because of an a-la-carte structure and that the company's value proposition was clearly communicated to all important constituents except for investors. The project team restructured Education Co.'s pricing structure and upgraded their pitch deck. OTCR considered both passive and active marketing channels and outlined the important considerations for a successful marketing strategy. Finally, the project team identified metrics that proxy profitability and long-term viability to recommend geographic areas.

OTCR's expertise enabled the project team to deliver actionable findings. The Client plans to implement both the marketing strategy and bundled pricing structure in the upcoming year.

Technology Co. looked to OTCR to find industries in which blockchain technology would offer high potential.



Client:

Technology Co. is an American technology company credited with advancing technology in numerous spaces/industries and has recently seen tremendous growth with its cloud services. The company continues to remain at the forefront of technology by offering innovative enterprise solutions.

Problem:

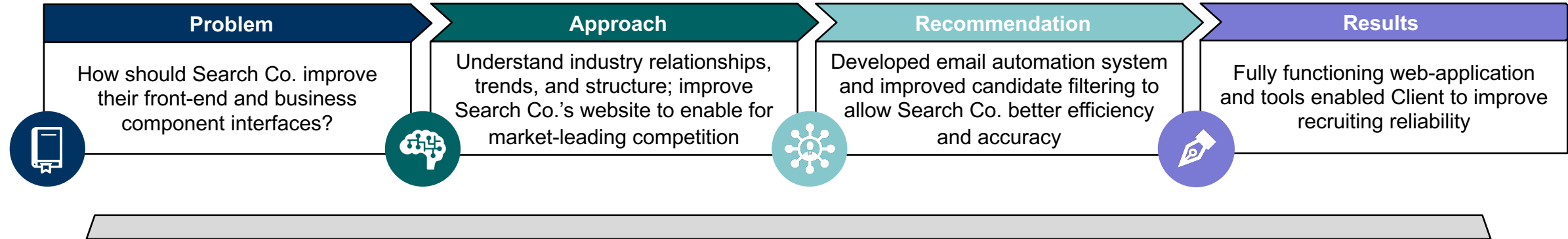
High-level discussions were in order to discuss blockchain technology's enterprise applications in the near future. The Client engaged OTCR in order to identify what problems blockchain technology is most fit to solve and what industries would benefit from a blockchain solution.

Solution:

OTCR determined that blockchain technology had optimal performance for many reads and minimal writes or edits to the data stored, lending itself well to use cases in establishing identity and legal applications. Such applications would incur a variety of costs if offered as an enterprise solution; the team summarized the most relevant characteristics in a practical framework to advise in the short and long-term. The project team similarly identified 20+ short and long-term use cases in industries ranging from Media and Entertainment to Document Verification.

OTCR's expertise allowed the Client to develop a deeper technical understanding and business case of blockchain technology, shaping the Client's priorities in upcoming meetings and in future years.

Search Co. looked to OTCR to implement a larger front-end interface for their candidate platform and more modular business component.

**Client:**

Search Co. is an American executive search firm that performs senior-level searches nationally and internationally in a variety of public and private sector industries.

Problem:

The Client engaged OTCR to identify what an optimal senior-level search entails and to improve their search platform front-end and business component to allow for more successful and efficient searches.

Solution:

After considering other end-to-end recruiting platforms and candidate preferences, OTCR identified that transparency and timeliness are success factors that Search Co. could improve on in their operations. The project team identified that an email automation system and improved candidate filtering would improve timeliness and transparency for their two-way marketplace. Working alongside the Client, OTCR built front-end mockups and fully-functioning tools and web-application featuring these two components. Search Co. has used the project team's findings to refine their market position and slated the tools in a potential implementation pipeline.



Please contact Michael Kokkines at mgk3@Illinois.edu for project inquiries.