

Frequently Asked Questions

WHICH DISCIPLINE ARE THE STUDENTS FROM?

You will get a team of 5 - 6 students, all studying different disciplines. Some will be Masters students, others Bachelors. The majority of students will be studying a non-technical discipline (e.g. marketing, business finance, accounting, international relations, policy, etc.).

CAN I REQUEST FOR THE STUDENTS TO BE FROM A SPECIFIC CULTURAL OR LINGUISTIC BACKGROUND OR DISCIPLINE, WHICH ALIGN WITH MY PROJECT?

You can let us know your preferences, and we will do our best to make it happen, but we cannot guarantee it.

WHAT IS THE COMMITMENT FROM STUDENTS?

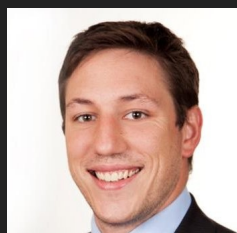
The students commit to 20 hours of work each, over the two week period. Collectively your team will deliver 120+ hours to the Project.

DO I NEED TO PROVIDE OFFICE SPACE FOR THE STUDENTS?

No. The students work remotely and are not located at your offices.

TIPS FOR CLIENTS

- **Quality over quantity.** Set Project outcomes that are achievable within a two week period, and will give you real value and depth vs. generic recommendations.
- **Outline clear Project requirements.**
- **Have realistic expectations.** Have high standards for your Project, but remember that these are students.
- **Ask for help, if needed.** If you're not sure about what Project type to choose, or how to define a scope, ask the Practera team at projects@practera.com



"Students did an excellent job researching and identifying business opportunities to help us navigate the challenges of COVID-19. They gave us an external, in-depth view of our business with solid research on what our competition is doing and recommendations on the best marketing strategies for our business. The program is a simple way to give back and help the next generation of business leaders."

- Michael Van Beek, CFO, Rhodes Projects



Business Opportunity Accelerator



MACQUARIE University

City of Ryde
Lifestyle and opportunity
@ your doorstep



Practera

Engage a team of students to identify growth opportunities for your business post COVID-19



Business Opportunity Accelerator (BOA) is a 2-week virtual student employability program run by Macquarie University and the City of Ryde in partnership with Practera.

The goal of the program is to help students build 21st-century skills and enable Australian businesses to find the post COVID-19 growth opportunities together with Australian student talent pool.

WHY PARTICIPATE?

- **High-Quality Outcomes.** Get a tailored research report for your business
- **Local insights.** Tap into local insights from a diverse, multinational Gen Z team
- **Low overheads.** 100% virtual project, no office space required
- **No cost.** No financial cost to participate

HOW IT WORKS

1. Fill out the Project Brief template to tell students about your organisation. Choose the focus area: marketing, product/service or your customers.
2. A diverse multinational student team will spend 120 hrs across 2 weeks to undertake a research project for your organisation. They are supported by the Practera team.
3. You review students' work and provide online feedback (approx. 60 min/week).
4. You get a tailored research report with recommendations.

GET STARTED NOW : FILL OUT YOUR BRIEF BY CLICKING ON THE LINK BELOW

Business Opportunity Accelerator Program helps you explore [Post COVID-19 growth opportunities.](#)



Click HERE

Globally diverse students research and analyse your product/service, customers or your marketing strategy.

Join organisations like these working with talented students



Deloitte.



Allianz



WesternUnion WU

Business Solutions



CITY OF SYDNEY



Meals on Wheels Australia

De BORTOLI
FAMILY WINEMAKERS