



Pro Bono Program

Georgia Institute
of Technology



Undergraduate
Consulting Club

www.uccgt.com

Who We Are

About Us

Established in the 1970's, UCC is Georgia Tech's oldest consulting club and a cornerstone of campus innovation and problem-solving. With over 130 members from diverse majors, UCC equips students with the skills and experiences necessary to excel in consulting and related fields. Our alumni have secured roles at Fortune 500 companies, startups, and top consulting firms worldwide.



Our Pillars

Our club is grounded in three core pillars: networking, case preparation, and pro bono projects. Throughout the semester, our members receive intensive interviewing preparation, enjoy exclusive networking opportunities with top consulting firms, and participate in challenging yet meaningful pro bono projects with Fortune 500's, startups, and nonprofits worldwide.



Our Services

Powered by more than 130 Georgia Tech students, UCC has the versatility to tackle a wide range of business challenges. Below are a few sample project scopes we've delivered, but we're always open to crafting a project tailored to your unique goals.

Go-to-Market

Developing product launch plans, positioning, and customer acquisition strategies.

Data Analytics

Transforming data into actionable insights through dashboards and analytics tools.

Product Development

Designing and launching new offerings shaped by customer insights and market alignment.

User Research

Conducting interviews, surveys, and behavior analysis to shape strategy.

Marketing

Crafting messaging and campaigns to drive awareness, engagement, and loyalty.

Operational Optimization

Evaluating internal workflows, tools, or structures to improve efficiency and consistency.

Past Clients

We've partnered with Fortune 100's, startups, and everything in between. Below are a few of our past clients.



BOSTON
CONSULTING
GROUP



Project Logistics

Project Scope Planning

- Before the semester begins, our executive team meets with prospective clients to introduce our club and potential projects.
- Clients draft a project scope by the end of January.
 - We are open to signing NDA's upon client request.

Teams

- After reading the scopes, members apply to specific projects.
- UCC reads applications and conducts interviews in order to strategically staff each project.
- Teams consist of 1 lead, 2-3 senior analysts, and 3-6 general analysts.
- Executive Advisors guide and support the team internally.

Execution

- Projects are 8-10 week engagements.
- In the Spring, they run from February to April.
- Clients meet with the team lead weekly or bi-weekly to check in on progress and provide feedback.
- At the end of the engagement, teams hand off final deliverables.

Client & Student Benefits

Client Benefits

- Cost-Effective Expertise
 - Projects are entirely free
- Custom, High-Quality Solutions
- Recruitment Opportunities
 - Build connections with students at a top-10 public university
- Fresh Perspective
 - Gain innovative, objective insights and solutions from a multidisciplinary team

Student Benefits

- Skill Development
 - Opportunity to apply classroom knowledge to real problems
- Professional Growth
 - Leadership and analytical capabilities through end-to-end project execution
- Resume Enhancement
- Real-World Impact

Sample Project: Cox Communications

Challenge

Cox sought to evaluate the market opportunity for its 2M IoT solutions within the real estate development sector. The objective was to assess developer demand, segment the market by revenue and property size, and identify the most viable IoT products for deployment.

Results

- Prioritized 6 IoT product categories based on 80%+ developer interest
- Addressed top 3 adoption barriers cited by over 50% of developers
- Developed a 5-phase strategic roadmap aligned with a global IoT market projected to reach \$1.29 trillion, growing at 15.6% annually

Solution

The UCC team conducted interviews, analyzed adoption trends, and segmented feedback. Recommendations focused on 6 high-priority IoT products and a streamlined, customizable dashboard.



COX®



Get in Touch

Ready to transform ideas into reality? To learn more or discuss a collaboration, please contact us at:

ucc.gatech.i@gmail.com

We look forward to exploring how UCC can make an impact on your organization!



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VP of Pro Bono



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