

A UNC Kenan-Flagler STAR Project for the:



UNIVERSITY OF NORTH CAROLINA
SCHOOL *of the ARTS*

Bringing The High Point Sound and Film Stage to Life

Presentation to the UNC CH BOT
March 27, 2014



UNC
KENAN-FLAGLER
BUSINESS SCHOOL



STAR is a unique hands-on learning experience

- **Our mission**


- To build the leadership, teamwork, and problem-solving skills of participating students.
- To provide real clients with fact-based, actionable recommendations that will make substantial improvements in their performance.

- **Our vision**


- To be the premier experiential learning program at KFBS and the best in the country by most closely resembling a top consulting firm experience.
- To attract clients who either recruit at UNC, are targeted to recruit at UNC, or can provide projects that will be valued by recruiters.

- <http://www.kenan-flagler.unc.edu/leadership/star/teams-in-action>


STAR assembled an impressive list of clients for 2014




2U
Marketing study to grow participants in MPA Program



Bayer Crop Science
Customer insights analysis for grass turf business




Better World Books
Inventory control and optimization




ESPN
Recommendations on video viewing habits of young adults




GGB
Growth opportunities for global diversified firm




IBM
Accelerating the adoption of social media methods within supply chain




Johnson and Johnson
Sustainability, communication, product, and market share growth strategies




Lenovo
Strategic planning for customer experience and reactive social media/product ratings




Eli Lilly
Strategic marketing for product portfolio




MillerCoors
Promotion strategies for Blue Moon to Hispanics




PNC Bank
Strategies related to emerging global regulatory change



Belk
Supply chain and inventory management strategy




Caesars Entertainment
Design amenities for a new NC casino




Caesars Entertainment
Options for the VIP Travel business



K2 Solutions, Inc
Market research and growth strategy planning




NC Department of Cultural Resources
Strategies to increase receipt-based revenues for NC Museums




NC Governor's Office
State-wide promotion plan




NC Mail Service
Review of operations and finances for State government Post Office




NC Office of Human Resources
Demographic and recruitment strategies for millennials




NC - Temporary Solutions Agency
Self sufficiency of temporary workforce agency business plan



Beaufort County
Economic development strategy




Carolina Athletics
Ticket pricing study



Charles House Association
Aging population demographics and market analysis



RENCI
Value proposition analysis for technology platform

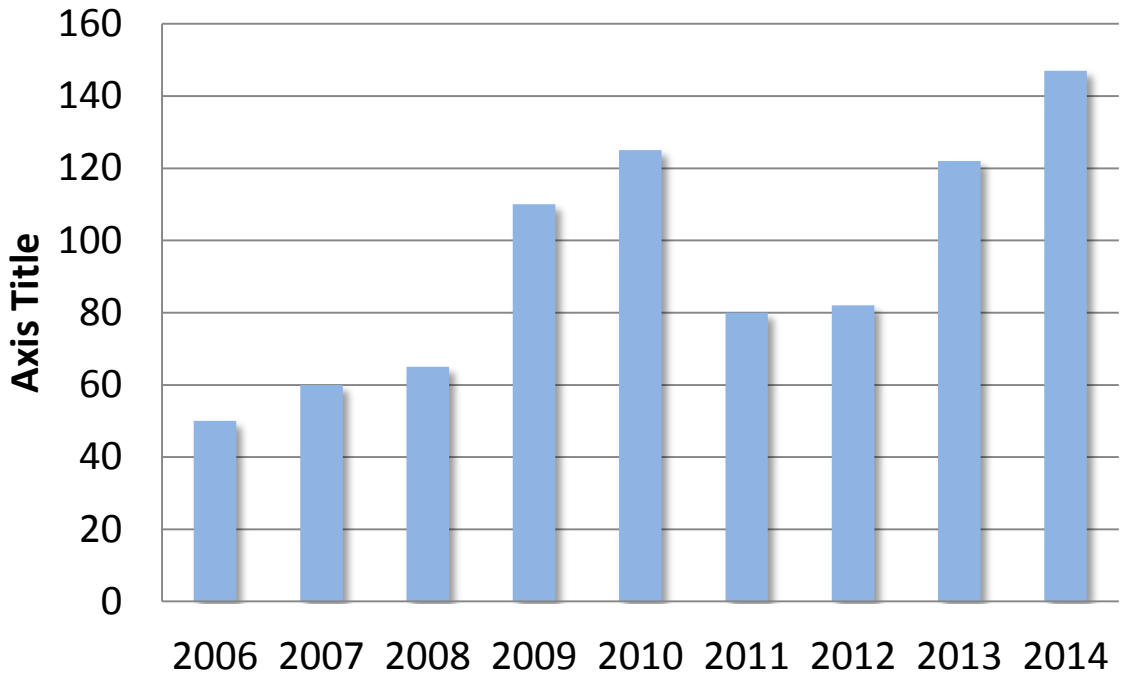


UNC School of the Arts
Strategies to bring a High Point soundstage for film production to life

Multinational
NC For-Profit
Government
Not-For-Profit

Many students and companies have benefitted from STAR

Number of students participating in STAR



*2009 and 2010 included both Fall and Spring projects

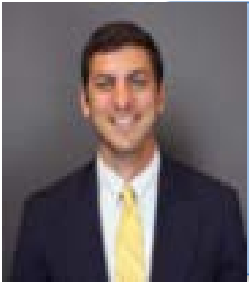
2014 Profile	
UG:	55
MBA:	77
MBA@UNC:	15
EMBA:	0*
Total:	147
*EMBA will be served in 2015	

Total number of students in 9 years: 835
Total number of projects completed in 9 years: 155

Questions? Contact Director Dr. Paul Friga, pnf@unc.edu
star.unc.edu



STAR Team Introductions



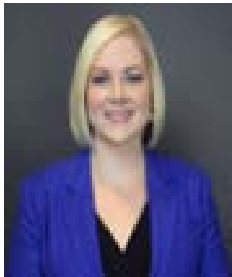
Tyler Eshraghi, MBA 2015

- Graduate of NC State , Mechanical Engineering
- Interning at IBM



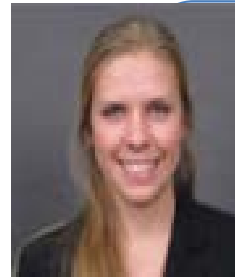
Abhinav Mehla, MBA 2015

- Seven years of experience consulting and project management



Lauren Braswell, JD/MBA 2015

- Graduate of UNC – Chapel Hill, Studio Art
- Four years Marketing experience



Olivia Frere, BSBA 2015

- Majoring in Business
- Interning at Babson Capital Strategic Investors



Jeff Kagan, BA Journalism 2015

- Majoring in Business Journalism
- Interning at Wells Fargo Securities



Dr. Meghan Gosk

- Faculty Advisor
- Senior Associate Director, MBA Program

UNCSA will create a Turn-key, State-of-the-Art Facility



Indoor &
Outdoor
Green
Screens

Tank for
underwater
and above
water filming

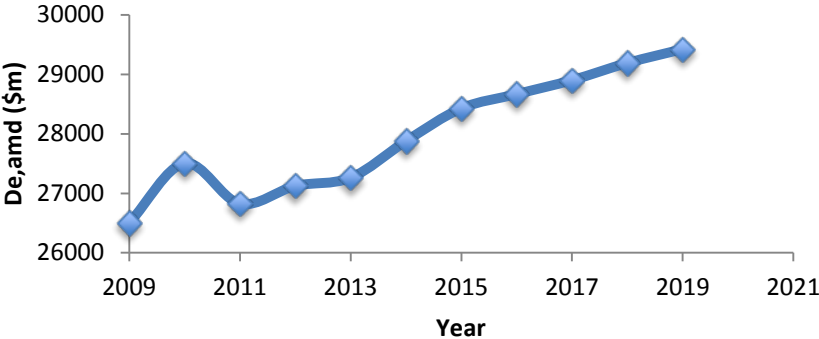
On-site Post
Production
Facility

Extensive
Digital Library

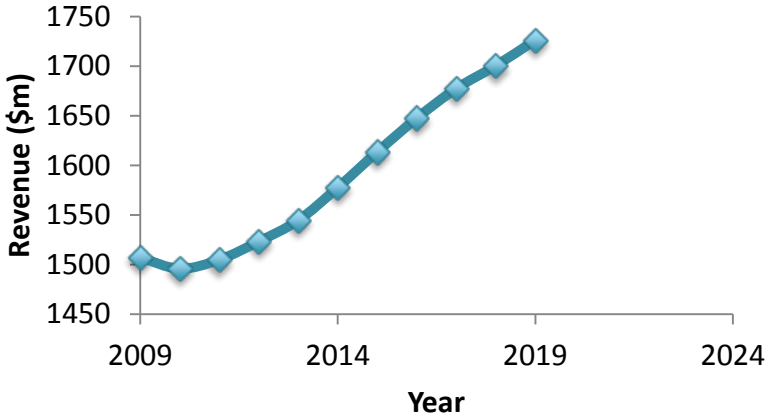
Access to
UNCSA
Facilities

Domestic demand from creative artists & revenues are expected to grow in the next 5 years.

Demand from Performers and Creative Artists

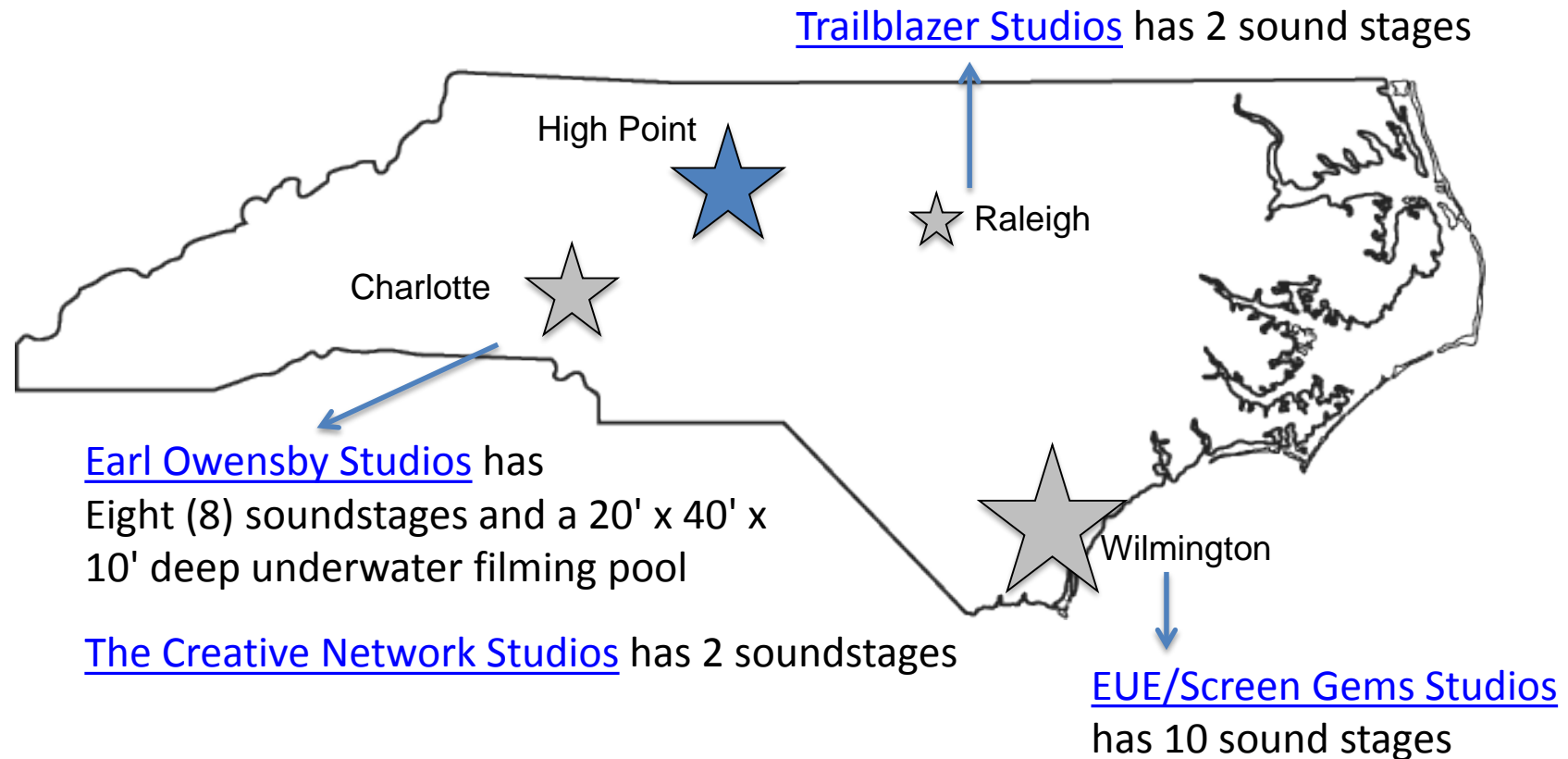


Revenue from film industry



The Southeast contains only 16.8% film industry establishments, which is 8.6 percentage points below its share of the US population.

The sound stage will strengthen the link between major arts areas to create a codependent mission.

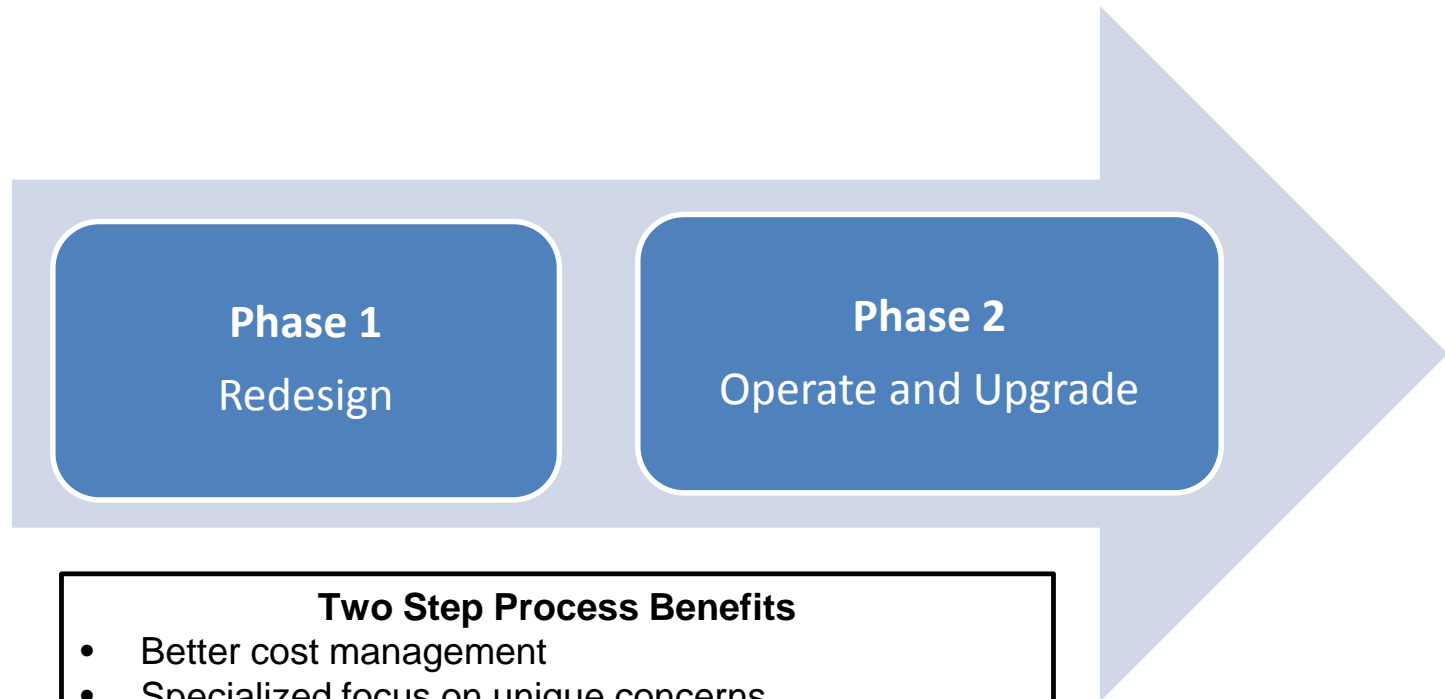


Source: <http://www.ncfilm.com/facilities.html>

North Carolina faces pressing competition with the Georgia and Louisiana film industry

Industry Factor	Georgia	Louisiana	North Carolina
Tax Incentives	30%	30%	25%
Infrastructure	2 international airports	2 international airports	4 international airports
Gaming Industry	Government interest	Government interest	Limited
Studio Reputation	Internationally recognized	Internationally recognized	Younger studios
Production Jobs	6,500	13,000	3,000
Production History	The Walking Dead Water for Elephants X-Men: First Class	The Butler 12 Years a Slave Enders Game	Iron Man III Hunger Games Safe Haven

The STAR project will bring the vision to life



Two Step Process Benefits

- Better cost management
- Specialized focus on unique concerns
- Different partners for each round of funding
- Completion of Phase 1 funding enables project start
- More value presented to Phase 2 investors

Initial research identified clear opportunities to explore and concerns to mitigate

Opportunities

- Niche high-tech market
- Educational focus
 - Internships
- Economic development of High Point
- Alternate revenue sources
 - Summer camps, workshops, etc.

Concerns

- Tax regulations
- Evolving NC government priorities
- Competition with Georgia and Virginia
- Cooperative versus competitive environment within state

We are in Phase III of the consulting approach

	Phase I FRAME/ ORGANIZE	Phase II COLLECT	Phase III UNDERSTAND	Phase IV SYNTHESIZE
Objectives	<ul style="list-style-type: none"> • Understand UNCSA and High Point Theater • Understand the key question • Prepare initial hypotheses • Plan data collection • Organize ideas 	<ul style="list-style-type: none"> • Collect primary and secondary research to prove/disprove hypotheses • Conduct interviews • Confirm direction for final half of project • Receive team feedback 	<ul style="list-style-type: none"> • Gather additional data as needed • Present initial recommendations • Confirm final presentation needs 	<ul style="list-style-type: none"> • Wrap up project open items • Layout next steps for UNCSA • Receive final UNCSA feedback
Timing	<ul style="list-style-type: none"> • First Month • Target Completion – January 23, 2014 • Kick off meeting with UNCSA 	<ul style="list-style-type: none"> • Second Month • Target Completion – by March 14, 2014* • Preliminary Findings meeting 	<ul style="list-style-type: none"> • Third Month • Target Completion – by April 4, 2014 • Storyline meeting 	<ul style="list-style-type: none"> • Fourth Month • Target Completion – by May 2, 2014 • Final presentation
Deliverables	<ul style="list-style-type: none"> • Kickoff Deck • Team Charter (internal) • Scope of work 	<ul style="list-style-type: none"> • Preliminary Findings Deck • Midpoint feedback (internal) 	<ul style="list-style-type: none"> • Storyline Document (Microsoft Word) 	<ul style="list-style-type: none"> • Final Presentation Deck

Interview List

- Chancellor, UNC School of the Arts
- Chancellor, UNC–Chapel Hill
- Interview pending

James Moeser



- Dean, Filmmaking, UNCSA
- Point of contact at UNCSA
- Interviewed

Susan Ruskin



- Associate Vice President for Legal Affairs, UNC Office of the President
- Interviewed

Dave Harrison



- Vice President, Open Source, Red Hat & Founder, Manifold Studios
- Interviewed

Michael Tiemann



- Interim Director, The Kenan Institute & Special Advisor to the Chancellor
- Interviewed

Judith Cone



- Executive Director, Center for Entrepreneurial Studies
- Interview pending

Patrick Vernon



- Global Serious Games Program Manager at IBM
- Interview pending

Phaedra Boinodiris



- Executive Vice President of Screen Gems in Wilmington, NC
- Interview pending

Bill Vassar



- Piedmont Film Commissioner
- Interview completed

Rebecca Clark



- NC Film Commissioner
- Interview pending

Aaron Syrett



The STAR program offers numerous benefits

Students

- Brings business school courses to life
- Teaches integration of key analytical frameworks
- Builds two types of leadership skills: thought and people leadership
- Gives students an appreciation for real-world consequences
- Provides company recruiters with evidence of students' abilities

Clients

- Provides new perspectives from the brightest young minds
- Offers dedicated analytical review on key strategic issues
- Ensures quality advice from faculty advisers with significant consulting/business experience
- Affords direct recruiting access
- Saves significant cost as compared to traditional consulting services

"The best learning experience of my life."
– STAR participant

"The value of a top consulting firm at a fraction of the cost." – STAR client