
BELLARMINE UNIVERSITY

MBA 792 STRATEGIC CONSULTING

Bellarmine MBA Students Engage with FirstBuild

Prisma Cold Brew

FirstBuild introduces Prisma Cold Brew. Prisma allows you to brew delicious cold brew coffee at home in less than 10 minutes.

Traditional cold brew takes 12 or more hours to brew. Through a specialized vacuum infusion process, Prisma gives you great cold brew, right now.

FirstBuild and Bellarmine MBA students prepare to launch this first of a kind product via Indiegogo, an online, crowdsourcing platform.

Flexible Curriculum

The business world operates at breakneck speeds. Bellarmine's MBA 792 class takes students from the comfort of the classroom out into the uncertain and ever changing work environment to better teach innovation, change management, and flexibility on the fly. The Strategic Consulting class met the challenge, stayed nimble and delivered great results to the FirstBuild Prisma Team!



Students Launch Prisma

Bellarmine MBA Students; Christopher Cousins, Shane Healey, Kelci Kirchdorfer, Charles Lents and Erin Green team up with Louisville's very own FirstBuild to help launch Prisma, FirstBuild's revolutionary Cold Brew Coffee Maker.

FirstBuild is a co-creation community that is changing the way products come to market by letting a community influence the product from the very beginning. Backed by GE Appliances, FirstBuild has access to world-class engineering and design talent.



Valuable Partnership



Bellarmino University strives to marry the real world of business with the rigor of World Class University education.

Through outreach, interaction and cooperation, Bellarmine and Louisville's business community work together to prepare tomorrow's leaders.

Value partnerships with companies such as General Electric and FirstBuild offer Bellarmine's students the ability to truly Explore The World.

Five Bellarmine MBA students were given a daunting task; work with the FirstBuild marketing team to prepare for a successful new product launch in 45 days! There was no time to waste.

The FirstBuild-Bellarmino team worked to identify multiple demographic targets, craft a variety of different messaging tactics, perform continuous A-B testing and then execute powerful, yet cost effective consumer engagement strategies leveraging numerous social media platforms.

As with any real world consulting engagement; client scope changes, schedules move and obstacles are uncovered.

The Strategic Consulting team met the task! In very short time, over 438 consumers signed on to back the Prisma's crowdsourcing campaign raising a total of \$115,396 and counting.

Bellarmino's Consulting class provided the FirstBuild marketing team a final presentation comprised of an experience assessment, professional lessons learned and value earned.

The summer session of Bellarmine's MBA Strategic Consulting Class concluded with an impressive, real world success!

