



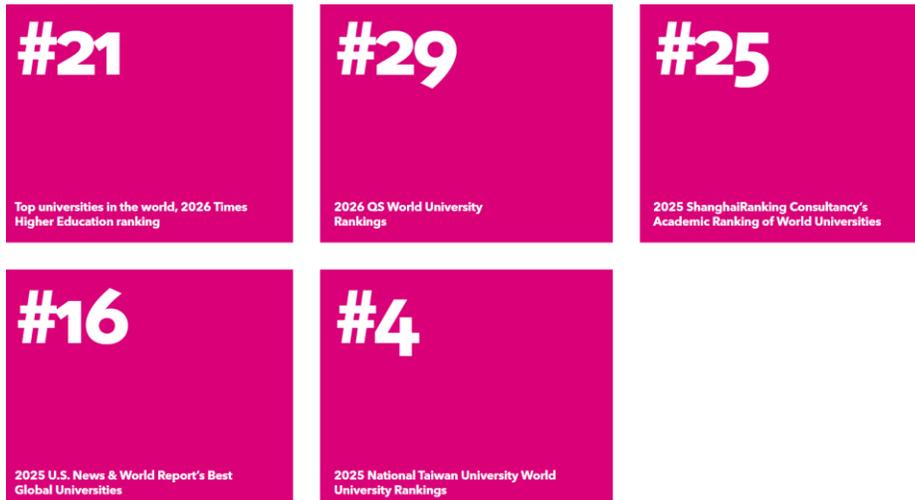
# Consulting Catalyst Program

Information Pack

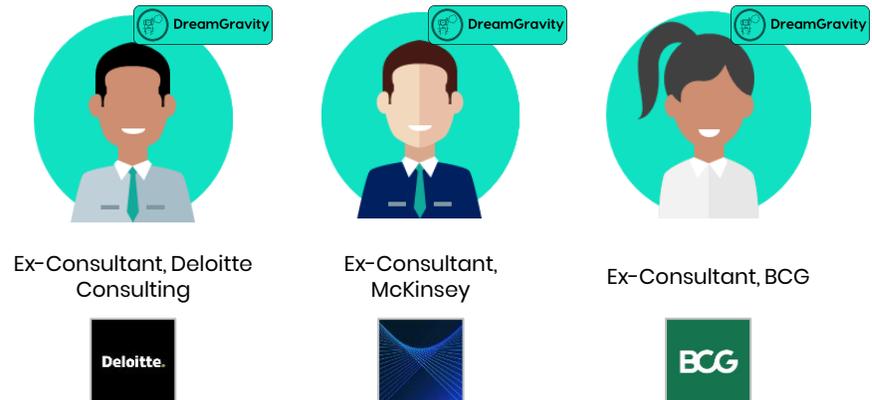


# About Us

Combining the best instructors from academia and industry professionals



Top-Ranked Business School in the World



An education company offering pre-consulting programs taught by former management consultants.



# Message from Academic Directors

We are the only program in the world that brings together instructors from academia and former consultants



“

By bringing together former management consultants with Rotman’s world-class academic expertise, this program creates a rigorous and practical learning experience aligned with **real-world consulting standards**

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-Prof. Walid Hejazi | Academic Director, Executive Programs |  
**University of Toronto Rotman School of Business**



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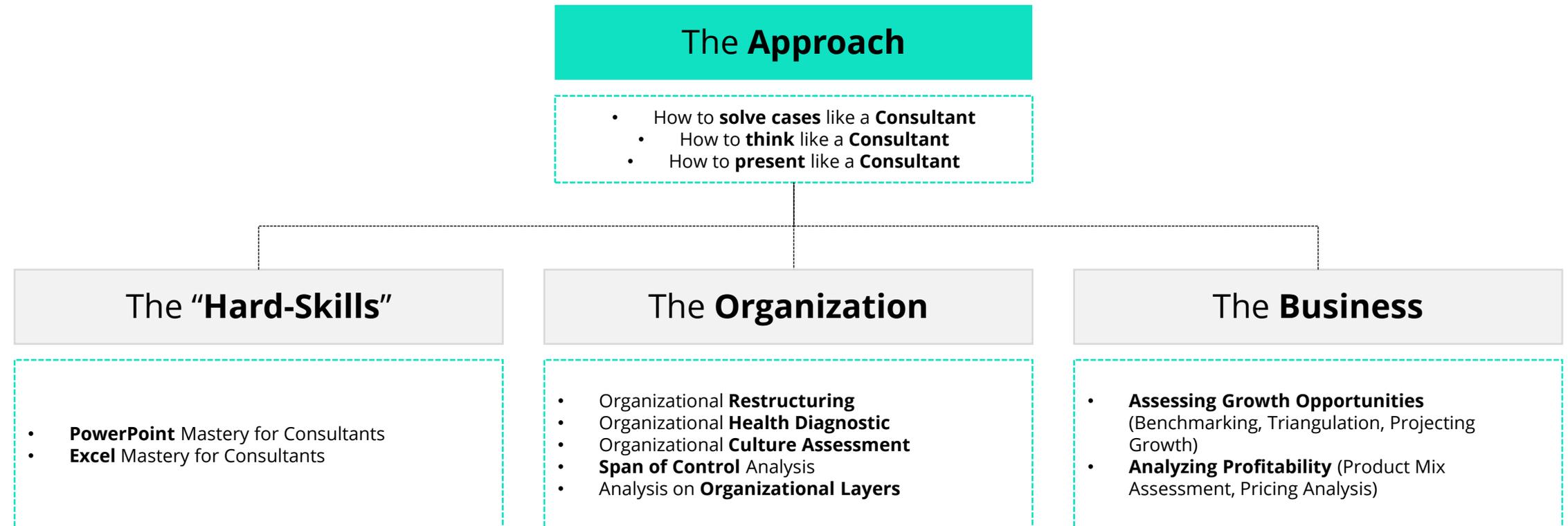
This is a great opportunity for students to develop consulting skills and gain accreditation from one of **the best business schools in the world.**”

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-Eric K. Desman | Founder at DreamGravity | Former **Deloitte** Consultant

# What You Will Learn

~1 year of skill and experience condensed to a 8 weeks program



# We Teach Practical Skills Used in Consulting

Upon 6-weeks of training, we guarantee that the student's skills will be comparable to that of a first/second year analyst at any top consulting firm



Learning Outcomes

- Management Consulting Fundamentals**
  - Master structured problem-solving used by top consulting firms
  - Learn to break down complex problems using issue trees and hypotheses
  - Improve slide-making and client communication skills
- Human Capital & Org. Development**
  - Diagnose issues in culture, org structure, and decision-making speed
  - Understand how incentives, processes, and leadership impact performance
  - Learn how to design org transformations that stick
- Profitability Analysis**
  - Break down Unit Economics across customer segments and product portfolios
  - Break down profitability into revenue and cost drivers
  - Identify root causes behind declining margins or losses
- Market Sizing and Benchmarking**
  - Size Total Addressable Market (TAM), Serviceable Available Market (SAM), and share of wallet
  - Leverage external benchmarks, comp sets, and value chain mapping to identify white space
  - Spot growth unlocks by triangulating top-down and bottom-up market estimates
- Strategy Development**
  - Define the "where to play" and "how to win" choices
  - Analyze internal capabilities and external threats
  - Build actionable strategies for sustainable growth

Sample Deliverables

# Syllabus

~1 year of skill and experience condensed to a 8 weeks program

## Week 1

### Live Lecture 1: Industry Deep Dives (Consulting)

- Explore sector-specific challenges and opportunities, with case studies from diverse industries.
- Learn how consultants tailor frameworks and methodologies to different market contexts.
- Gain insights into emerging trends shaping consulting practices across sectors.

### Live Lecture 2: Business Design and Innovation

- Focused on human-centered design thinking and innovation skills through experiential workshops and activities

## Week 2

### Live Lecture 3: AI and Organizational Transformation Standards and Guidelines for Consulting Deliverables

- Examine the role of AI in reshaping organizational processes and decision-making.
- Learn best practices and standards for structuring consulting deliverables in transformation projects.

### Live Lecture 4: Building Competitive Advantage: Playbooks for Consultants

- Master proven strategies and playbooks for creating sustainable competitive advantage.

# Syllabus

~1 year of skill and experience condensed to a 8 weeks program

## Week 3

### Live Lecture #5 (Monday)

- **Intro to Management Consulting**
- Core Consulting Concepts and Methods
- Generating Insights
- Managing Biases

### Booster Lecture #1 (Wednesday)

- **Excel** Masterclass

## Week 4

### Live Lecture #6 (Monday)

- **Standards and Guidelines for Consulting Deliverables**
- **Storytelling**
- **Managing Depth in Analysis**

### Booster Lecture #7 (TBD)

- **PowerPoint** Masterclass

# Syllabus

~1 year of skill and experience condensed to a 8 weeks program

## Week 5

### Live Lecture #8 (Monday)

- Assessing **Organizational Health**
- **Org. Chart Analysis** (Span of Control, Layers, Departments, Career Progression)
- **Org. Culture**
- **Org. Tools**

### Case Work

- Assess NEXTGEN's **Organizational Health**
- **Prepare Your Presentation**

## Week 6

### Candidate Presentations (Book Using Calendy)

- 1:1 Sessions with Eric

### Live Lecture #9 (Monday)

- **Profitability** Assessment (Unit Economics, Margins, CAC, Conversions)

### Case Work

- **Analyze** Zinga's Business



# Syllabus

~1 year of skill and experience condensed to a 8 weeks program

## Week 6

### Live Lecture #10 (Monday)

- Assessing Growth Opportunities
- Common Strategy Frameworks
- Market Sizing
- Triangulation in Market Sizing

### Case Work

- Identify **Growth Opportunities**

### Candidate Presentations (Book Using Calendy)

- 1:1 Sessions with Eric

## Week 8

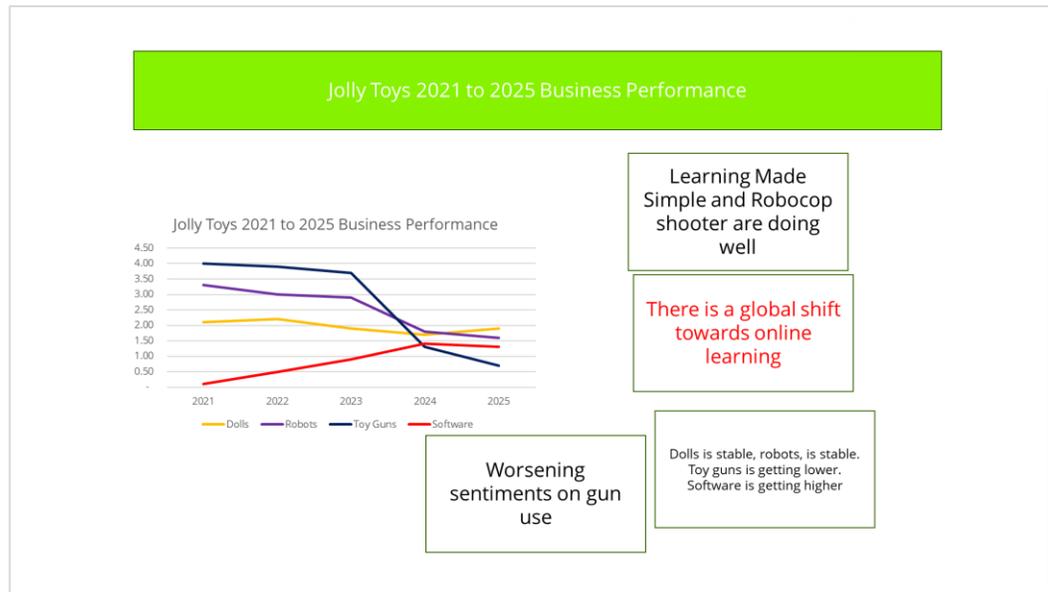
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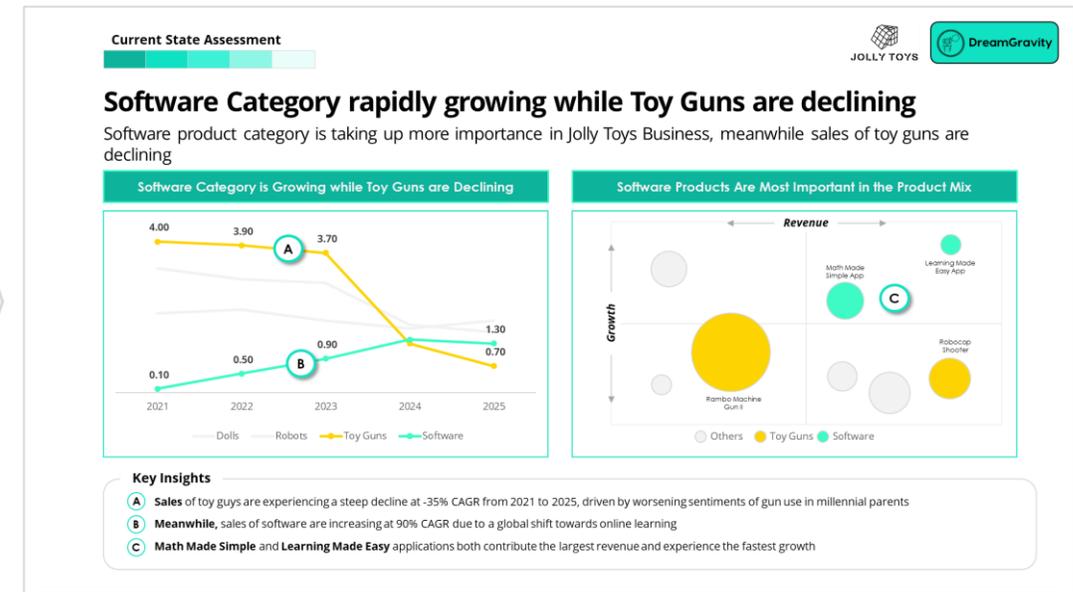
# Train. Not Teach.

We help fresh graduates and experienced professionals build consulting-level work.

## Non-Consulting Slide



## Consulting Slide





# Comparison Against Traditional MBAs

Rather we provide a viable alternative to traditional MBA programs.

	Traditional MBA	Consulting Bootcamp
<b>Price</b>	IDR 1 – 2 Billion	IDR 29 Million
<b>Instructors</b>	University Faculty	University Faculty + ex-Management Consultants
<b>Learning Outcome</b>	Knowledge Building	50% Knowledge, 50% Skill Building
<b>Duration</b>	1-2 Years	8-Weeks
<b>Delivery Method</b>	Offline	Online
<b>Reputation</b>	Depends on University	Top 20 University in the World (UoT, USNews)

