

MIT OpenCourseWare
<http://ocw.mit.edu>

15.992 S-Lab: Laboratory for Sustainable Business
Spring 2008

For information about citing these materials or our Terms of Use, visit: <http://ocw.mit.edu/terms>.

MIT SLOAN SCHOOL OF MANAGEMENT



SUSTAINABLE BUSINESS LAB

SPRING 2008

Questionnaire for Prospective S-Lab Host Companies

Thank you for your interest in the Sustainable Business Lab at the MIT Sloan School of Management.

The questionnaire below provides critical information that will be used by S-Lab student teams to shape their team project preferences and by the faculty to generate the best match among teams and host companies. Your organization's questionnaire will be posted, along with all the others that are submitted, on an MIT website restricted to S-Lab students. *Please take the time to thoughtfully describe your organization and the project, so that students can fully appreciate the opportunity.*

In framing your project, please think of the S-Lab team as working on a short but intensive project with your company. They will fix scope, schedule and deliverables with you in February 2008. Student teams will work at least one day per week with their host organizations, usually through conference calls but occasionally with meetings on-site, when the organizations are local, or potentially for a meeting off-site when the organizations are not located in the greater Boston area. At the end of the team project, teams formally present their conclusions to senior management, and deliver written reports and backup data detailing their analysis.

Host Organization Obligations

Host organizations receive optimal results when the CEO and senior **management** spend focused **time** and energy on the project and with the team. This is especially true during conference calls and when the teams are onsite. Please seriously assess the ability of your company's senior management to commit the time necessary to gain maximum benefit from an S-Lab team.

As for cost, host organizations **do not pay** the students any salary or compensation. If the students do visit the organization's office(s), the host organization is expected to cover travel and lodging costs.

If you have any questions or need any clarifications regarding the questionnaire, please contact Sarah Slaughter, course organizer. Please send your completed questionnaire to us as well at your earliest convenience, but in any event no later than **December 15, 2007**.

On behalf of the students of S-Lab, we look forward to working with you and your organization this coming spring.

MIT SLOAN SCHOOL OF MANAGEMENT



SUSTAINABLE BUSINESS LAB

Spring 2008

Questionnaire for Prospective S-Lab Host Organizations

A. Background

1. What is the name of your organization? If you have a website, please provide the address.
2. When was your company/organization established? How would you describe its stage of development (startup, expansion, established, in turnaround, other)?
3. How many employees do you currently have?
4. Where is your organization based? Does it have an office in the Boston area?
5. How does your organization fund its operations (from operations/commercial finance, venture capital/angels, self-funding, etc.)? At your option, please include the names of any outside investors.
6. Please describe your organization's business and its main products/services.

B. Project Content

1. Please describe briefly what you would want a team of MIT MBA and other students to do for your organization, keeping in mind that they will work on the project for about one day a week for about three months between February and May 2008.
2. What is the key deliverable that the team should provide to you at the conclusion of their project in May 2008?
3. Who is the contact person for this project, that is, the person who the team can contact initially to discuss the project and with whom they will have most communication during the project?
4. How much time will the CEO be able to spend with the team during the project period? Which other senior executives do you expect they will work with closely?

C. Project Logistics

1. What kind of preparation can the team most usefully do to prepare for their project?
2. Does your organization have an office in the Boston area? Please list all cities/offices that the team might visit.
3. Should the team project entail travel, please confirm that you can pay necessary travel and lodging expenses.

D. Other

At your option, please provide any additional background or information you believe is important to understand your organization, your project and the opportunity.