

***Consult for America* (CFA) is a student-run organization that provides free consulting services to small business owners and entrepreneurs in Philadelphia.** Our mission is to reduce the opportunity gap by providing free consulting services to small businesses to help them improve their business models and overcome strategic challenges. We have a client-first ethos and understand that our clients face complex realities. We listen to our clients, identify opportunities for them, and help them accomplish their dreams – an outcome that drives us to exceed expectations and make things happen.

In the past, we have successfully completed projects for a wide range of clients including a food truck owner, a therapist, a comic book store owner, an inventor, and a clothing designer. **Our student consultants are undergraduates at the University of Pennsylvania** from a broad range of disciplines spanning Penn’s four undergraduate colleges: Wharton School of Business, College of Arts and Sciences, Engineering and Applied Sciences, and Nursing Science. Each of our consultants has undergone a rigorous application and interview process before being selected to join CFA. They are adept at market research, business operations, marketing plans, financial budgets and more!

Prior to the client engagement, **our consultants are trained by Wharton professors and past CFA consultants** in order to deliver outstanding results to our clients. In addition, oversight of each project is conducted primarily by our faculty advisor, Dr. Keith Weigelt, and the CFA Executive Board.

For for information, please visit: <http://www.consultforamericaupenn.com>; and <https://vimeo.com/116704103>

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