

Tapestry Networks

Project Snapshot

Summary

Fuqua Executive MBA students assessed the viability of developing a new digital product

We are optimistic that several of the strategies discussed will prove to be transformative in facilitating our organization's efficient and effective growth trajectory.

Tapestry Networks
Client Team Member

Project Snapshot

Focus: Strategy
Client: Tapestry Networks
Industry: Consulting
Type: For-profit
HQ: Waltham, MA

Challenge

Tapestry Networks connects senior leaders in major corporations and government agencies to tackle critical business challenges. The company has over 20 years of insights from interviews with senior directors and executives. In looking to expand their impact while also increasing and diversifying revenue streams, Tapestry Networks approached FCCP to determine if a digital product value proposition existed and what the market size implications might be. The FCCP team working on this project examined the client's data assets, market forces, operations, and revenue sources and structures to assess potential revenue opportunities that could be leveraged from existing assets.

Approach

Students interviewed key stakeholders at the company to understand company structure, available resources and potential applications. The students completed a market analysis, including a 5C evaluation - focusing on customers, competition and the climate. A marketing strategy was developed for different potential customer segments and products.

Recommendation

After considering the data, the team recommended four potential product lines to Tapestry Networks. The student team recommended moving forward with experimentation and analysis to determine which of the proposed product lines will be most viable. The FCCP team also recommended applying artificial intelligence-powered tools to increase efficiencies in current operations, and to serve as the foundation for the new product lines.

About FCCP

The Fuqua Client Consulting Practicum is a for-credit experiential learning course at Duke University's Fuqua School of Business. In FCCP, students apply their business skills and relevant work experience to an active project engagement with an external client. Interested in engaging our students? Learn more at www.fccp.fuqua.duke.edu.