



Tuck

WellPet

the heart of all

FIRST-YEAR PROJECT (FYP)



The Tuck First-Year Project (FYP) is a required course in which teams of Tuck students apply learning from their entire first year at Tuck to complex, real-world issues of strategic importance for clients like you—multinational corporations, SMEs, nonprofit/nongovernmental entities, and early-stage startups from a wide range of industries.

The FYP course links rigorous general-management education with hands-on research and analysis in functional areas such as marketing, finance, operations, and strategy for clients—FYP team members hone their practical business skills, while you gain insights from students at one of the world's leading business schools.

FYP teams typically consist of five students selected for their expertise and diversity of experience—you'll have the talents of an entire business organization working on your project. And each team operates under the guidance of an experienced faculty adviser who helps the team apply its academic knowledge effectively, manage your project efficiently, and access functional expertise when needed.

Tuck FYP teams can provide your organization with thorough analysis and actionable recommendations—advice on how to confront your business opportunities and move ahead.

SAMPLE FIRST-YEAR PROJECT CLIENTS



HARRY'S

UNDER ARMOUR.



BURTON



RESURGENCE

“THE TUCK FYP TEAM WAS ABLE TO FULLY GRASP A VERY COMPLEX CONTEXT, BUILDING ON EXISTING DATA TO BRING VERY STRONG INSIGHT, NEW LEARNINGS AND, MOST OF ALL, ACTIONABLE RECOMMENDATIONS TO THE REGION. CAN'T WAIT TO DO IT AGAIN NEXT YEAR!”

FRANCIS BAREL T'05, BUSINESS DEVELOPMENT MANAGER, MIDDLE EAST AND NORTH AFRICA, PAYPAL

PROJECT TIMELINE

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

JANUARY

FEBRUARY

Administrative team collects project proposals

Students select projects & begin to form teams

Projects & teams receive final approval

MARCH

APRIL

MAY

SPRING-TERM DETAIL – MARCH-MAY (10-WEEK TERM)

STAGE I - RESEARCH WEEKS 1-3

Teams meet with clients to refine project scope and begin in-depth research

STAGE II - ANALYSIS WEEKS 4-7

Teams analyze research and begin to develop hypotheses; in weeks 5/6, teams check in with client for formal interim presentations

STAGE III - RECOMMENDATION WEEKS 8-9

Teams finalize recommendations, refine project tools, and plan final presentation to client

FINAL PRESENTATION WEEK 10

Final presentation to client and transfer of project tools and deliverables

YOUR PART IN A FIRST-YEAR PROJECT

Client commitment is the single most important success factor in any First-Year Project. Your part in an FYP:

- Availability to partner with the team on a weekly basis
- A project that fits into the 10-week time frame—50 hours of collective teamwork/week
- A challenge or opportunity that is important to you
- A problem that has an implementable solution
- Access to data and resources

INTERESTED?

Your next steps toward a First-Year Project:

- Identify a discrete business challenge—What is the key question?
- Articulate your desired deliverable—What are your specific expectations?
- Contact the First-Year Project administrative team.

We will consider projects with any company or organization; however, we find that the best fit for a Tuck First-Year Project is an organization large enough to have a complex business problem—one that will challenge a team of five for the 10-week spring term. The FYP administrative team is happy to discuss your project and Tuck's academic requirements for the course.

CONTACT

If you have a project idea to discuss or want to learn more, please contact:

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