

**Describe your idea with one concise sentence**

Universities offer mutually beneficial partnership plans to companies to support student financing needs. Companies benefit through cost savings, learning and development programs, high quality research, innovation and new revenue opportunities.

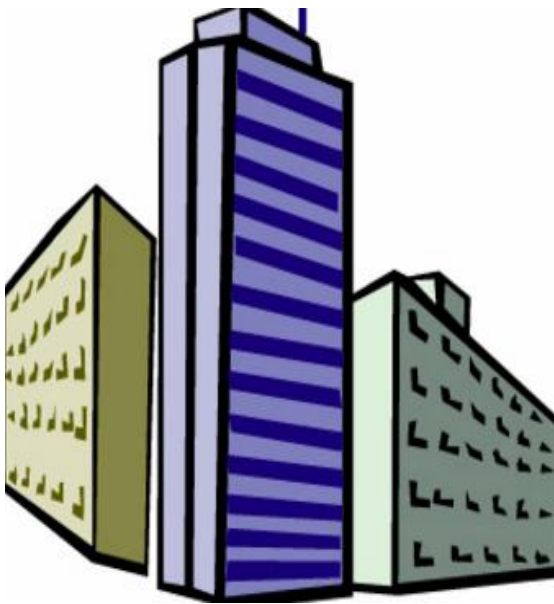
**Draw and describe the ideal user**

Title THE USER

**Name:** Corporation XYZ

**Industry:** Technology

**Any Other Key Characteristics:**  
Large scale company with greater than 10,000 employees.



**Concisely describe what is happening:**

The company is approached by the Corporate Relationship team of a university to create partnership plans.

Title: Creates partnership plans



Concisely describe what is happening

XYZ Company delegates such as HR managers, Business Heads, Learning & Development and R&D teams conduct meetings with University administration to identify potential areas for strategic alliances, evaluate potential cost/revenue benefits and formulate partnership plans where XYZ pledges financing support to students according to the estimated benefits that would be availed by it from the partner university.

Title XYZ offers scholarships



Concisely describe what is happening

Based on the financial projections of potential benefits, XYZ has agreed to offer scholarships to students as per the contract. It decides the terms and conditions of the scholarships, the merit criteria or if it wants to support a niche student community based on its CSR goals.

**Title:** Offers Research Projects and Innovation Challenges



*Concisely describe what is happening*

The R&D and Innovation teams of XYZ work with the University Research department to drive some projects according to needs. It also organizes innovation challenges/contests and invites university students to participate in them. XYZ is able to source innovative ideas and avail of cutting edge research due to this initiatives. It also gains cost savings related to R&D expenditure.

**Title:** XYZ employees attend learning and development programs



*Concisely describe what is happening*

The Learning and Development team at XYZ engages University faculty and administration to create structured learning programs suitable for its employees. These programs can be delivered in terms of virtual web based courses, short duration workshops (few days), short term certificate programs, continuing education program, etc. XYZ saves on its learning and development annual costs.

**Title:** Offers summer internships to students



**Concisely describe what is happening**

The Talent Acquisition and HR teams at XYZ organize summer internship recruitment drives at the partner university and offers internships to students.

**Title:** Identifies talented students and offers full time jobs



**Concisely describe what is happening**

XYZ identifies bright students through routes such as internships, research projects and innovation challenges and offers them full time jobs and other benefits such as paying off a portion of their student loans. XYZ benefits by getting highly qualified students and attaining cost savings by avoiding large scale public recruitment drives.