



# Business Plan in Eurasia/Turkiye/China: Call for Interest

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&

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# Business Plan in Eurasia/China: Executive Summary

**THE OPPORTUNITY:** We are looking for clients who wish to advance their interests in Eurasia (Turkiye, Ukraine, Moldova, 5 Central Asian countries, Azerbaijan, Armenia, Georgia, Belarus and Russia) or China. Specifically, those who could benefit from a “free” business and/or strategy/marketing plan for companies looking at advancing in the regions.

- It allows you to significantly advance (or change-- including to **reduce**) your business interests and plans, while contributing to students' learning.
- We have a track record of doing plans successfully for 31 years, for Fortune 100, as well as many small/medium-sized businesses. Everyone wins.
- Due to the structure of the “call for proposals,” there is a very good chance submitting companies will be selected.



# What You Should Expect

- **Quality Product.** Georgetown's School of Foreign Service is consistently ranked as the top International Affairs school (just reconfirmed) in the US, with very competitive entry requirements (usually requiring a fair amount of work experience or international experience before students start). The products that I have seen in the past are very impressive, and those not in this category are not many.
- **Talent:** A group of 2-3 talented students form a "business plan team," all of which have a *great degree of Eurasia/China experience*. All of the students are "graduate level" MBA's, Master of Science candidates in Foreign Service, Russia/East European Area or Asian Studies.
- **Confidentiality.** Every item that your firm submits to me and extending up to the time that the students submit their final business plan (even beyond, as your written and verbal agreements may stipulate) are strictly confidential. → I strongly encourage the usage of Non-Disclosure Agreements.
- **Expenses Limited to Out-of-Pocket Expenses (OPTIONAL; ONLY IF AGREED):** Though students are not compensated, the Client Firm shall pay reasonable out-of-pocket expenses (IF ANY), usually never more than 300-500 USD. Most do not incur any costs and are free and clear.
- **Professor Engagement.** If you are selected by a Business Plan Team, my role is to see that communication channels are working well and to see to it that other concerns that any of the parties might have, are addressed forcefully and promptly. ensure that expectations and requirements from all parties more/less conform to "the reasonable."
- **Do not expect "heavy" financial analysis—however,** there are exceptions, which will emerge from your dialogues with your Team, if Your Firm's plan proposal is selected.



# Student Expectations

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- **ONE Central Contact Person (\*and a backup\*)** One specific person must be designated within your organization as the main point of contact. We also require one backup contact, who is fully vested in the work.
- **Reasonable and Consistent Contact:** If an executive will be out of reach of the Business Plan Team more than 3 days, that Central Contact Point, shall, prior to departure, designate an Alternate Point of Contact that will be fully conversant on the Plan's objectives, methodology and progress.
- **Your Guidance & Understanding and 'RESPONSIVENESS':** Your Team already has tremendously positive and "can do" attitude, as well as, as a Team, strong "business basics." However, client responsiveness is an issue with students and we appreciate your addressing this consistently and proactively.
- **Information on Your Firm & its Activities:** The better students "get" your business segment and company, the better a job they will do for you.



# Business Plan Timeline

- Initial interest to me (a simple email saying your company is interested- one sentence!) by **20 November, 2024**
- Company proposals due to me no later than **30 November, 2024**
- By **third week of January 2025**: Students rank the business plan proposals they wish to pursue.
- By approximately **1 February 2025**: The work on the Plan shall be started.
- **Final week of April 2025**: plans submitted and presentations to client/presentations to client.



# What We Need from You...

By no later than **30 November, 2024**, (with initial interest to me by 20 October) a max **one-page** document which addresses:

- **Plan Contact Point, Backup Pt of Contact** and Coordinates (Position, Mailing Address, Tel and Fax & Email)
- **Brief Background** on your firm (generally, not only w/respect to Eurasia). Feel free to include any PDF's, PowerPoints etc that would enhance student understanding of your firm (thus increasing likelihood of being selected)
- I. **Plan Objectives & Chief Questions** Plan will address  
II. **Main questions** Plan will address  
III. **What students can expect** from doing a Plan with your firm.



# Contact Info

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