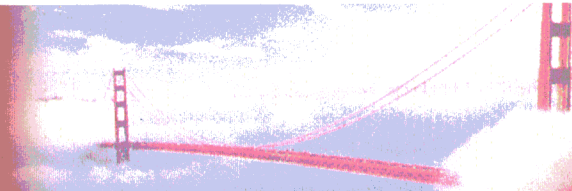




Bridging PLU and the Internet Economy



What is ePLU...

ePLU is a nonprofit organization affiliated with Pacific Lutheran University's School of Business. The purpose of ePLU is to establish a bridge between students and the Internet economy. The mission of ePLU is to make PLU a leader in the study of electronic commerce and technology management. ePLU offers the following to organizations:

- eStrategy Technology Consulting Services
- E-Commerce & Technology Management Resource Center
- Technology Conferences & Seminars
- Student Internships & Projects
- A Network of Knowledge

ePLU E-Commerce & Technology Management Center

The ePLU E-Commerce & Technology Management Center was created to assist organizations in making the transition to the knowledge-intensive Internet economy. Organizations can find student interns, faculty and student research papers, and information pertinent to the success of their business in the Internet economy. Our resource center also provides information on past and upcoming ePLU events, online course information, breaking technology news, and newly published eStrategy and Technology Management projects.

ePLU MBA Consulting Services

ePLU project teams provide customized solutions to solve organization problems and to explore new business opportunities related to e-commerce, technology management, and information systems:

- Design innovative e-business models and strategies
- Conduct competitive market analysis
- Perform e-business plan evaluation
- Develop technology commercialization and growth plans
- Leverage technology in the business and organization

eStrategy Projects... Priceless

What can ePLU offer to its corporate partners through eStrategy consulting projects and internships?

- Unlike a typical consultant who proposes a short-term solution to one particular problem, ePLU takes a more academic approach that provides a broad theoretical foundation for proposed solutions.
- When companies partner with ePLU students and faculty, see what will become the new business models of the next five years. You get ahead of the curve and gain competitive advantage at a lesser expense.
- Contact with students is a great recruiting tool. Companies gain an inside track on the intellectual capital represented by future employees.

As a Student... What Can You Expect to Gain from ePLU

ePLU's expertise is enhanced by the creation of new information and knowledge stored in an extensive database. Students will be able to display their work on the new ePLU/School of Business Web site. Their "portfolios" showcase student talents and connect them to organization needs.

As a student, you have the unique opportunity to

- Join a group that hosts technology events on campus
- Meet with business leaders in the fields of technology and e-commerce
- Work as an intern for a local technology company
- Organize technology seminars and conferences
- Learn new technologies and improve your leadership and management skills
- Most important, be a part of a team that is growing and expanding an awareness of the capabilities and talents of PLU students!

"ePLU is a Godsend to my business. The student consultant group produced a business plan for my company that was superb in content and of the highest quality. I recommend ePLU as the first stop to anyone seeking to implement an e-commerce strategy for their business. They do great work and the terms are affordable."

*Melannie Denise Cunningham,
purelyafrica.com, November 2001*