Avanti Maluste T’14
Synergos Consulting Services

“The internship allowed me to explore my career interests at the intersection of international development, poverty alleviation and business.”

Synergos Consulting Services is the consulting arm of The Synergos Institute, a non-profit founded by a member of the Rockefeller family to address the root causes of poverty. Synergos Consulting Services helps corporate clients engage in initiatives that advance both corporate and social interests and build sustainable business practices into core business models.

Avanti’s summer project was to build a business plan and a ‘state of the business’ report for the Synergos Board. During the summer, she:

- refined Synergos’ value proposition and determined the customer segments that Synergos could serve best
- conducted a competitor analysis to determine Synergos’ relative performance
- built a staffing and revenue projection model to determine Synergos’ break-even point and the kind of engagement model it would need to implement
- developed a report on raising philanthropic funds in Brazil, and a discussion document on sourcing sesame from smallholder Ethiopian farmers