



Bringing the office to the classroom for future fintech leaders

The Program

GenNext Insights enables corporate partners to bring an undeveloped portfolio of ideas to student-led consulting groups within local colleges and universities for delivery, thus accelerating talent development and producing “FinTech-ready” graduates.

How it Works

Organizations are asked to provide business issues and opportunities for potential projects in departments like Product Management, IT, Data and Analytics, Finance and Marketing. The partnering company grants access to resources and helps ensure the students/project stays on track.

GenNext Insights projects are not limited to the academic semester or term. Student teams can stay on a company project during the semester and continue through summer break, winter break and remain engaged for the following spring term. Since each project is unique, the scope and duration of the engagement depends on what the organization wants to accomplish and when deliverables are needed.

Programs are staffed jointly with a university faculty member, a student project leader, and a single company executive sponsor. This starts with a well-written problem statement or project prospectus, defined scope and desired deliverables. All successful experiential learning projects require two key professionals from the company’s team – an executive sponsor and project lead.

What’s Required?

Executive Sponsors

- Aid in identifying and scoping the project
- Act as the internal advocate to ensure momentum
- Assure resources are available for student use
- Participate in periodic meetings to stay abreast of progress and, if needed, serve as a point of escalation

Project Leads

- Work closely with faculty to ensure progress
- Provide tactical project oversight
- Are the gateway to the company for the students
- Participate in regular project meetings

Please contact Ania Lackey at alackey@fintechatlanta.org for more information

