



## About LACI

Los Angeles Community Impact (LACI) is the University of Southern California's first student-run consulting organization to focus specifically on serving nonprofits and socially-minded organizations. Established in 2004, LACI's pro-bono consulting services have helped hundreds of clients in the Los Angeles area with creative and practical solutions to their most critical challenges, all while fostering the professional growth of the next generation of business leaders. As a certified organization of the USC Marshall School of Business, our members have access to high-quality research sources, industry experts, and knowledgeable professors. Common project types include program development, expansion strategies, marketing plans, financial planning, feasibility analyses, and partnership acquisition.



### Our Past Clients



## Our Services



Sample Deliverable  
Spring 2023

Each semester, LACI forms diverse teams of 4-5 students led by an experienced team lead to tackle a 10-11 week pro-bono consulting engagement for our clients. Through collaboration, LACI consultants apply their interdisciplinary skills and knowledge to construct an extensive list of research, analysis, and recommendations culminating in a final project deliverable.

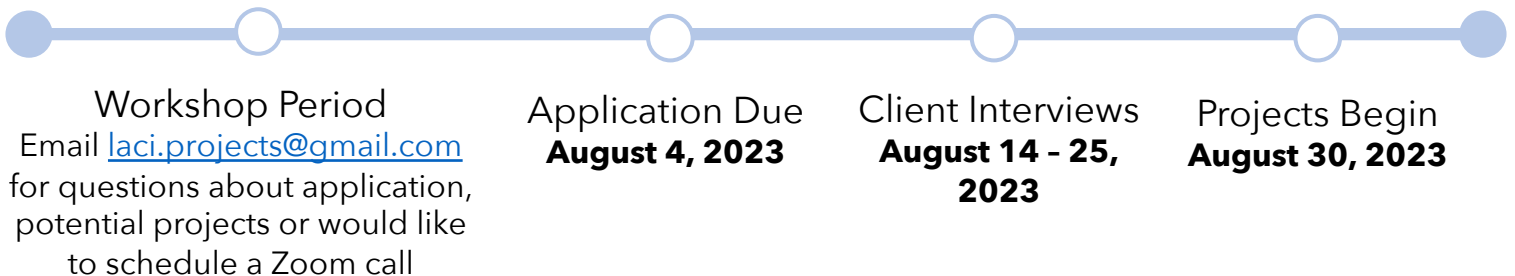
## Testimonials from Past Clients

- “ Working with LACI was a great experience for our organization. The team took a great deal of time to understand our needs and were organized and thoughtful in their approach to their research and recommendations. ” - CASA LA
- “ LACI was able to respond to our organization’s changing needs. ” - Breathe LA
- “ I love the enthusiasm and truly feel we are onto something great. We thank LACI for helping make the [African-USA Trade Expo] a reality. ” - African Millennium Foundation

## How to Get Involved

### Client Recruitment Timeline

Fall 2023



## Sample Projects



### Stasis Labs

*Key Question:* How can Stasis Labs enter the US skilled nursing facility market?

*Our Role:* LACI developed a pricing model based on demonstrated financial return to hospitals using Stasis monitors and a launch strategy to establish clinical validation in the US.



### Los Angeles Unified School District

*Key Question:* How can LAUSD better retain and market sponsorships in different targeted industries?

*Our Role:* LACI worked with LAUSD to develop a sponsorship acquisition plan complete with sample proposals that focused on negotiation with high-level corporate sponsors.



### Surfrider Foundation

*Key Question:* How can Surfrider most effectively expand its fee-based Ocean Friends Restaurant Program?

*Our Role:* In providing a program restructuring and expansion plan, LACI helped develop a foundation for financial growth for Surfrider to improve their outlook on continuing long-term conservation work.

## LACI by the Numbers



### Interdisciplinary

Members of LACI are studying **30 different majors**, providing business acumen and insight into industries like healthcare, technology, and policy.



### Accomplished

Members undergo a selective recruitment process with a **5% acceptance rate**. With our work, we have won USC's Organization of the Year **5 times**.



### Professional

Alumni of our organization are represented at **all 8 major consulting firms** and other prestigious companies. They also achieve excellence in other fields.

## Contact Information

Visit our website at [www.usclaci.org](http://www.usclaci.org)

Reach out to [laci.projects@gmail.com](mailto:laci.projects@gmail.com) for questions about our consulting services or applying to be a client

Contact [laci.ambassador@gmail.com](mailto:laci.ambassador@gmail.com) for sponsorship or partnership inquiries