

FOCUS: BUSINESS/STRATEGY

Context sponsors student entrepreneurship course

The Context Network has partnered with Iowa State University (ISU) College of Agriculture and Life Sciences' Agricultural Entrepreneurship Initiative. In a new course offering called Semester Inc., Context is sponsoring a class in which four agriculture students will conduct a market research report on Animal Biotechnology.



Context Founding Partner, Tray Thomas said, "We're very pleased to be participating in this unique learning experience. During the semester, students will work between 12-20 hours per week on the project. They will work independently, as a group, and with Context personnel in creating a comprehensive report. It will

include an analysis of technologies, the competitive landscape and the driving forces arising from animal biotechnologies that will shape the future for agri-food companies."

Center Director and Rastetter Endowed Chair in Agricultural Entrepreneurship in the ISU Department of Economics, Kevin Kimle said, "Having worked with Context in the past, I'm well aware of the high caliber of professional exposure these students are experiencing. This is a great opportunity for these students to work with Context. They are actively engaged in real-time market evaluation. They are learning from some of the industry's finest in conducting this relevant and cutting-edge research."



Context Founding Partner, Tray Thomas

Thomas added, "Our business model has long fostered innovation and entrepreneurship. By participating in Semester Inc., students gain real-life experience and skills that will benefit the industry in the near future."

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The Context Network provides business management and strategy consulting services to the world's leading agriculture, biotechnology and food companies and government agencies and institutions. Major areas of expertise include strategy, merger and acquisition support, valuation of new technologies, formation of alliances, and market research. The West Des Moines-based firm is composed of a core of professional consultants that is complemented by a network of more than 200 industry and subject-area experts.