

Event Report: BfE New Delhi SSCBS – LP Blueprint Session

Date: 19th September 2025

Event Overview

Bridges for Enterprise (BfE) New Delhi chapter at Shaheed Sukhdev College of Business Studies (SSCBS) organized an engaging LP Blueprint session aimed at providing first- and second-year students with a deeper understanding of how live projects at BfE work. The session was designed to demystify the process of client engagements, while also introducing participants to practical frameworks such as market sizing and go-to-market (GTM) strategy formulation.

Speakers

The session was led by our distinguished seniors from the BfE New Delhi cohort, who have successfully worked on multiple live projects with social enterprises across sectors. Their experience in handling international clients, conducting primary and secondary research, and delivering actionable recommendations gave participants a first-hand perspective into the consulting workflow at BfE.

Session Highlights

The interactive session was structured to balance **conceptual learning** with **practical insights**, ensuring that participants could both understand and apply the frameworks.

1. Introduction to Live Projects at BfE

- Seniors shared how BfE's unique consulting model allows students to work with global social enterprises.
- They explained project timelines, client interactions, and the role of different teams (Consulting, Finance, Legal, Technology).

2. Market Sizing Fundamentals

- The session introduced systematic approaches to estimating market size using both top-down and bottom-up methods.
- Practical case examples were discussed to illustrate how assumptions are tested and refined for real projects.

3. Go-To-Market (GTM) Strategies

- Participants learned how BfE teams design GTM strategies for early-stage ventures.
- Frameworks covering customer segmentation, channel design, pricing strategies, and competitive positioning were explained with real-world scenarios.

4. Live Q&A with Seniors

- Students asked questions about project allocation, workload management, and skill development.

- Seniors emphasized the importance of structured problem-solving, collaboration, and clear communication with clients.

Key Takeaways

- **Understanding Live Projects:** BfE offers real consulting experience by working with global enterprises tackling critical social and business challenges.
- **Market Sizing Skills:** A structured, data-backed approach is essential to estimate potential market opportunities.
- **GTM Strategies:** Effective GTM requires balancing creativity with data-driven frameworks to ensure successful client recommendations.
- **Peer Learning:** The guidance of seniors who have already navigated BfE projects helps new members build confidence and clarity.

Conclusion

The LP Blueprint session successfully introduced new members to the consulting journey at BfE, providing both practical frameworks and strategic insights. The active engagement of seniors and the enthusiasm of participants ensured that the session was both informative and inspiring.

Acknowledgments

BfE New Delhi SSCBS extends its gratitude to the senior consultants for taking the time to share their knowledge and experiences. Their insights not only clarified how live projects function but also motivated new members to prepare themselves for impactful engagements ahead.