



Application Form Fall 2022

Due Sunday, September 11th at 11:59pm

Instructions:

To submit your application, email **both your resume and your responses to the following questions** to info.yucg@gmail.com. If you have any questions, please contact our Recruitment Directors at taylor.robin@yale.edu and johannes.kretzler@yale.edu. We look forward to reading your application!

YUCG does not and shall not discriminate on the basis of race, color, religion, gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status in any of its activities or operations. We are committed to providing an inclusive and welcoming environment for all of our members and clients.

1. Background Information

- a. Full Name:
- b. Email:
- c. Graduation Year (e.g. 2026):
- d. Residential College:
- e. Major(s) of Interest:

**Please note that YUCG values intellectual diversity; we encourage students from all majors to apply*

2. Short Answers

- a. Why are you interested in joining YUCG and how have your past experiences shaped your interest in consulting and/or your potential ability to contribute to our

organization? Please give specific examples — these do not have to be business-related. (250 words max)

- b. What other extracurricular and professional activities are you involved in or interested in joining? Please include time commitment / level of involvement. Bullet points will suffice.
- c. Give us a fun fact about yourself! For example, our former YUCG President was featured on Humans of New York! (1 sentence)

3. Case – Snackpass

Snackpass is a Yale-founded mobile app that allows users to order takeout at local restaurants. Following every purchase, users earn reward points which can be used for discounts on future purchases at that restaurant, as well as points which they can gift to a friend for discounts at the same restaurant.

Snackpass has approached YUCG to help them develop strategies for expanding their user base. In particular, Snackpass would like to increase the number of its app's users. To do this, Snackpass would first like to segment its customer base.¹ What segments would you create and which of these should Snackpass target? Please discuss which factors you are considering, conducting research as necessary to support your ideas and identifying areas where YUCG must do its own consumer research.

Lastly, Snackpass has asked you to determine what strategies they could implement to increase the number of downloads the app receives from your chosen customer segment(s). Brainstorm 2-3 strategies to drive downloads for the customer segment(s) you have selected.

(800 words max)

¹ Customer segmentation is the process of breaking a company's customer base into smaller groups that share a unique characteristic. For example, an insurance company might segment their customers by type of vehicle owned, driving history, and/or age to determine the rates a given customer must pay.