



# HYSTRA

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Paris, France

# Déscription



- + Hystra is a small, hybrid strategies consulting firm specializing in social enterprises and market-based projects targeted at the Base of the Pyramid (BoP). The firm aims to merge the pursuit of economic profit and social good.
- + My work responsibilities included:
  - + Conducting a competitive analysis of similar consultancies
  - + Helping prepare client presentations and edit publications
  - + Database work (editing, adding to, etc.)
  - + Other smaller projects as needed (varies day-to-day)
- + Worked from ~9h30 to 19h00 in a friendly, collaborative setting



On a corporate retreat in *La Trinité-sur-Mer* (Brittany)



Monet's garden at Giverny



The *Sainte Chapelle* in Paris



The *château de Chenonceau* in the Loire valley

# *Impact*

- + Conducted an in-depth analysis of Hystra's closest competitors and a market sizing analysis of the overall industry
  - + Enabled Hystra to better position and brand itself in overall market, benchmark performance against peers
  - + Database and analysis can be kept up-to-date in years to come
- + Worked with and aided multiple colleagues in different capacities
  - + Produced new slides for various client presentations, assisted in planning of a professional workshop, etc.



A lazy Sunday walk along the Seine

# *Personal Growth*

- + Learned about and gained experience in entry-level management consulting
  - + Acquired new analytical and technical skills
  - + Also explored breadth of options in the social sector
- + Improved French fluency and cultural competency, especially in a business/professional-setting
- + Experienced city living in Paris and considered if I'd like to live in France for a longer duration
- + Devoured many delicious macarons and croissants

# Basilique du Sacré Cœur

Montmartre, Paris—a few minutes'  
walk from my apartment



## *Academic and Professional Considerations*

- + Strengthened my decision to pursue a French certificate and work in an international arena
- + Possibility of working in the consulting or the social sector post-graduation: or both?
- + Potentially pursue JP/Thesis on international development



The architecture is stunning

# Conclusion

- + A very positive experience working at a unique consulting firm that “walks the talk”—genuinely pursuing business and social interests
- + Living, conversing, and eating in the most beautiful city in the world is an incredible experience—*Paris, tu me manqueras!*
- + Immersion in a new language and culture

