

The European Business Society at Duke: A Force Multiplier for European Businesses

Executive Summary

Founded in October 2024, the European Business Society (EBS) at Duke University is a pro-bono, student-run consulting organization dedicated to connecting Europe's business ecosystem with world-class research and strategic insight. In less than a year, EBS has partnered with 22 clients, primarily small and mid-sized businesses (SMBs) across Europe, to help them expand into international markets—most notably the United States, but also the Middle East and other emerging regions.

With a growing team of over 50 trained consultants, EBS combines academic rigor with practical industry insight to deliver high-impact, data-driven results for companies seeking global growth.

EBS as a Force Multiplier

SMBs often describe feeling like they have 25 hours of work to do in a 24-hour day. That final “25th hour” is typically reserved for the forward-thinking, research-intensive work—strategic projects that can unlock the next stage of growth but are too often postponed due to resource constraints.

EBS exists to pick up that 25th hour.

Our consultants specialize in delivering market entry research, financial modeling, state selection analysis, investor materials, and strategy support—the kind of deep analytical work that empowers founders and executives to make better, faster, and more confident decisions.

Through our engagements, we act as a force multiplier for our clients' teams—augmenting their capabilities, extending their reach, and accelerating their ability to make informed strategic moves across markets.

Scope of Work and Global Reach

Since its inception, EBS has led consulting engagements spanning:

- ★ Europe to U.S. market expansion (majority of projects)
- ★ Europe to Middle East strategic entry
- ★ Operational support and research for European companies focused on growth, fundraising, and scaling.

While our geographical scope continues to grow, our core focus remains Europe. Every project we undertake has a European connection, aligning with our mission to strengthen the bridge between European innovation and global opportunity.

Impact and Growth

In less than a year, EBS has:

- ★ Partnered with 22 international clients through accelerators, private companies, and institutional collaborations.
- ★ Built a team of 50+ consultants, trained through structured programs emphasizing consulting fundamentals, data analysis, and industry specialization.
- ★ Delivered tangible value recognized by clients through partnerships with organizations like InnovX and independent companies.

As we grow, our mission remains clear:

“To provide exceptional consulting work that not only supports our clients but also develops the next generation of global business leaders at Duke University.”

Takeaways

EBS represents a new model for student-led consulting—a scalable, research-intensive, and mission-driven organization that helps European companies compete and grow on the world stage. Acting as both a partner and a force multiplier, we enable our clients to reclaim their “25th hour” and pursue the strategic opportunities that drive long-term success.