

CASE STUDY – QUESTBRIDGE

Building a National Careers Platform for Scale, Revenue & Impact

CLIENT

QuestBridge — National college access nonprofit serving high-achieving, low-income students

THE CHALLENGE

QuestBridge's leadership sought to expand beyond its core college-matching model into a **new national careers vertical**—one that would:

- Serve a **20,000-member alumni network**
- Generate sustainable revenue
- Maintain mission integrity while engaging corporate partners
- Be operationally viable from day one

This required not just a program idea, but **an entirely new system**—strategy, partnerships, operations, and execution.

WSC's ROLE

Watson Strategic Consultants partnered directly with the CEO and senior leadership to design and operationalize two enterprise-level initiatives, including the launch of a premium Careers Fellowship.

WHAT WE DID

- Led **strategic and operational planning** for two CEO-priority initiatives
 - Designed an **18-month Careers Fellowship** with:
 - Holistic curriculum
 - Executive coaching
 - Corporate engagement model
 - Built the **infrastructure for a new careers vertical**, aligned to long-term growth
 - Structured and closed **initial corporate partnerships**, establishing early market validation
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OUTCOMES

- Laid the foundation for a **national careers platform**
 - Secured the **first five corporate partners**, totaling **\$500K in commitments**
 - Created a scalable model to serve thousands of alumni annually
 - Positioned QuestBridge for sustained revenue growth beyond philanthropy
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WHY IT MATTERS

This work transformed a strategic aspiration into an **institutional growth engine**, balancing mission, market realities, and long-term sustainability.

