**Part 1: Project Summary**

**\*** Indicates required fields

**\*** **Organization Name:**

|  |
| --- |

**\* Brief Project Description:** please provide a one or two sentence description of the project. For example, “Formulate a detailed three year strategic market entry plan for the U.S. and Canadian markets.”

If your project is staffed with a student team, we may use this description (or an abbreviated version of it) in published informational materials targeted at potential students and sponsors. For examples of this informational use, [click here](https://michiganross.umich.edu/programs/map/projects).

|  |
| --- |

**\* Organization Type:**

|  | Corporate |
| --- | --- |
|  | Non-profit / NGO |
|  | Entrepreneurial – Mature |
|  | Entrepreneurial – Development Stage |
|  | Startup |
|  | Government |

**\* Primary Focus (select one):**

|  | Brand Positioning and Communication |
| --- | --- |
|  | Customer Experience Enhancements |
|  | Employee Experience Enhancements |
|  | Financial Analysis and Planning |
|  | Market Analysis and Assessment |
|  | Go-To-Market Strategy |
|  | Strategic Roadmapping |
|  | Operations Enhancements |
|  | Supply Chain Optimization |

**Secondary Focus (if applicable):**

|  | Brand Positioning and Communication |
| --- | --- |
|  | Customer Experience Enhancements |
|  | Employee Experience Enhancements |
|  | Financial Analysis and Planning |
|  | Market Analysis and Assessment |
|  | Go-To-Market Strategy |
|  | Strategic Roadmapping |
|  | Operations Enhancements |
|  | Supply Chain Optimization |

**Part 2: Organization Information**

**\* Industry of your organization or your unit within the organization:**

|  | Consulting |
| --- | --- |
|  | Consumer Packaged Goods |
|  | Education / Government / Non-profit |
|  | Energy |
|  | Financial Services |
|  | Healthcare |
|  | Manufacturing |
|  | Media / Entertainment / Sports / Gaming |
|  | Real Estate |
|  | Retail |
|  | Technology- please describe below |
|  | Transportation / Logistics Services |
|  | Other |

**If you specified “Other” above, please describe industry:**

|  |
| --- |

\* **Website:**

|  |
| --- |

**\* Years in Business:**

|  |
| --- |

**\* Number of Employees:**

|  |
| --- |

**\* Annual Revenue:**

|  |
| --- |

**\* Mission / Objective:** What is the mission or objective of your organization or your unit within the organization? What are the primary activities, products, or services that your organization or your unit provides?

|  |
| --- |

Please check all that apply:

|  | This organization is designated as MBE or is at least 51% owned, operated, and controlled by individual(s) that have been racially/ethnically minoritized |
| --- | --- |
|  |
|  | This organization is designated as WBE or is at least 51% owned, operated, and controlled by women |
|  |
|  | This organization is at least 51% owned, operated, and controlled by member(s) of the LGBTQ community |
|  |

**Part 3: Project Information**

**\* Project Context and Need:**

Please describe the context and need for the project: why is this project important to your organization, what are the factors, conditions, or situations that are driving this project, or what new challenges are you facing that make this project valuable.

|  |
| --- |

**\* Project Description:**

Please detail the specific issue you would like the team to examine, and any steps or tasks you feel are necessary for successful completion of the project. It may be helpful to break the overall project up into phases.

|  |
| --- |

**\*Which of these best describe the anticipated impact of the project on your organization?**

* Revenue Generation
* Cost Savings
* Other

**Estimate the project’s potential impact on revenue generation / cost savings: limit to 9 digits**

| $ |
| --- |

**If not quantifiable please explain the impact below: (limit to 25 characters)**

|  |
| --- |

**\* Expected Project Inputs and Outputs:**

Describe any specific data resources you think will be necessary for the project to be successful and whether you can provide those resources. Examples might include sales or product data, prior market research, or competitive benchmarks.  
Describe what outputs/deliverables you would like the team to produce at the conclusion of the project. Typical deliverables might include: marketing plan; financial impact assessment; situation analysis; competitive landscape assessment; market entry plan; optimized business model; etc.

|  |
| --- |

**Part 4: Team Information: Student Skills and Requirements**

**Language requirements (f applicable). Please specify up to 2 languages (other than English)**

| **Language** | **“Required” or “Desired”?** | **Competency: “Fluent” or “Basic”** | **# of team members with this skill?** |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |

**Specific Skills:** Please list any skills or experience preferred on the team for students to have the greatest degree of success:

|  |
| --- |

**\* Will team members be required to sign a non-disclosure agreement?**

|  | Yes |
| --- | --- |
|  | No |

**\* Will team members be required to assign created intellectual property to the sponsoring organization?**

|  | Yes |
| --- | --- |
|  | No |

**\* Will team members be required to be U.S. citizens (typically only applies to government or military-affiliated organizations)?**

|  | Yes |
| --- | --- |
|  | No |

**Please list any other preconditions or requirements for students to participate in the project. Please note, any additional requirements may negatively impact the school’s ability to staff the project.**

|  |
| --- |

**\* Students who currently work for and/or have accepted internship or job offers with a listed competitor should not be placed on this project. Please note: confidentiality concerns can typically be managed via an NDA. Excluding students who work for or have accepted internship/job offers with specific companies may negatively impact the school’s ability to staff the project.**

|  | No, exclusions are not necessary |
| --- | --- |
|  | Yes, exclude students from the specific companies listed below |

**Excluded competitors:**

|  |
| --- |

**Part 5: Site Visits and Funding**

The primary goal of MAP is to provide students with the opportunity to apply their core curriculum knowledge and leadership skills in a real-world setting. Spending time on-site at the sponsor organization can be a very important aspect of this experience, allowing for an enhanced understanding of the organization’s culture and valuable interpersonal connections. The student time on-site could include their project orientation, data gathering, and primary research. **Michigan Ross will manage team travel and expense processes.**

**MAP projects run from September 20, 2024 to December 20, 2024, for a total of about 14 weeks. Final presentations will take place no later than December 20.**

**\* Project options (select one):** A **Standard project** includes three day visit to one location (students leave home on the morning of the first day, and depart from your location at the end of the day on the third day). Travel takes place between 9/30 and 12/2, with the exact dates determined in coordination with the students; timing is based on student and sponsor availability, as well as project needs. To avoid conflicts, travel can only take place M – F. Final presentations take place no later than 12/20, and are planned to be held on campus; sponsors attend either in person or virtually. If you would prefer to have the students return to your location for the final presentation, please select “Other” below. Local travel may include up to 3 single-day site visits throughout the project.

|  | **International Project:** any project outside the continental United States (includes Alaska and Hawaii). Due to cost variability and additional costs associated with international travel, the Office of Action-Based Learning will submit a budget to sponsor based on proposed travel and project needs, prior to final approval. **Please select your preferred period of travel below.** |
| --- | --- |
|  |
|  |
|  |
|  |  |
|  | **Domestic Project - West Coast:** California, Oregon, or Washington - $12,000. **Please select your preferred week of travel below.** |
|  | **Domestic Project – Northeast or South Florida:** North East (Boston - NY City – Washington DC corridor), South Florida - $10,000. **Please select your preferred week of travel below.** |
|  |
|  |
|  | **Domestic Project – Other US Locations:** any location outside of the East coast or West coast locations - $7,000. **Please select your preferred period of travel below.** |
|  |
|  |
|  |  |
|  | **Regional Project:** Local sites within a 200 mile radius of Ann Arbor or Los Angeles. - $5,000 **Please select your preferred week of travel below.** |
|  |
|  |  |
|  | **Other:** more than one week of travel, travel to more than one location, and/or a second trip for the final presentation. The Office of Action-Based Learning will submit a budget to sponsor based on proposed travel and project needs prior to final project approval. Please include the specific travel dates and locations in the description below. |
|  |
|  |

Please select up to 2 preferred travel weeks. Note students will only be onsite for **3 days, not the full week**. If it is an international project students will be onsite the full week.

|  | Week 2: on-site 9/30 – 10/4 |
| --- | --- |
|  | Week 3: on site 10/7 – 10/11 |
|  | Week 4: on site 10/14 – 10/18 |
|  | Week 5: on site 10/21 – 10/25 |
|  | Week 6: on site 10/28 – 11/1 |
|  | Week 7: on site 11/4 – 11/15 |
|  | Other: Multiple travel dates |
|  | Other: Nonstandard travel dates |

**\* Travel Location(s), dates, and travel description:**

Example: “Travel to corporate headquarters in San Francisco for 3 days during the period of 1/16 – 1/27 to meet with corporate executives and conduct project research”

|  |
| --- |

**\* Funding (select one):**

|  | **Sponsor will fully fund the cost of the project** |
| --- | --- |
|  |
|  | **Previously negotiated funding arrangement.** Sponsor organization has already negotiated funding assistance in partnership with the University of Michigan (please describe the funding arrangement and the partner unit in the next section). |
|  |
|  |
|  | **Funding assistance request.** Sponsor organization requests funding assistance for project. Limited funding is available to non-profit and entrepreneurial organizations. Michigan Ross uses a cost-sharing model to support projects in need of financial assistance (please provide details in the section below) |
|  |
|  |

**If you have already negotiated funding assistance in partnership with the University of Michigan, please describe the funding arrangement and partner unit:**

|  |
| --- |

**If you are requesting funding assistance, please briefly explain. Include the specific amount your organization can contribute.**

|  |
| --- |

**Part 6: Project Personnel**

**\* Executive Project Sponsor:** Executive who provides the team access to the data and people necessary for project success

| First name |  | |
| --- | --- | --- |
| Last name |  | |
| Title |  | |
| Email |  | |
| Phone |  | |
| Address | Street |  |
|  | City |  |
|  | State |  |
|  | Country |  |
|  | Zip |  |
| UM Degree (if applicable) | |  |
| UM Year (if applicable) | |  |

**\* Prior MAP Experience:**

|  | Yes, this contact has been a sponsor / liaison for a past MAP project |
| --- | --- |
|  | No past experience as a MAP project sponsor / liaison |

**\* Project Liaison #1:** Project liaisons are the main point of contact with the students

| First name |  | |
| --- | --- | --- |
| Last name |  | |
| Title |  | |
| Email |  | |
| Phone |  | |
| Address | Street |  |
|  | City |  |
|  | State |  |
|  | Country |  |
|  | Zip |  |
| UM Degree (if applicable) | |  |
| UM Year (if applicable) | |  |

**\* Prior MAP Experience:**

|  | Yes, this contact has been a sponsor / liaison for a past MAP project |
| --- | --- |
|  | No past experience as a MAP project sponsor / liaison |

**\* Project Liaison #2:** Project liaisons are the main point of contact with the students.

| First name |  | |
| --- | --- | --- |
| Last name |  | |
| Title |  | |
| Email |  | |
| Phone |  | |
| Address | Street |  |
|  | City |  |
|  | State |  |
|  | Country |  |
|  | Zip |  |
| UM Degree (if applicable) | |  |
| UM Year (if applicable) | |  |

**\* Prior MAP Experience:**

|  | Yes, this contact has been a sponsor / liaison for a past MAP project |
| --- | --- |
|  | No past experience as a MAP project sponsor / liaison |

**Additional Contacts:** If you would like additional people included on communications from the Office of Action-Based Learning, please list them below.

**Additional Contact #1:**

| **First name** |  |
| --- | --- |
| **Last name** |  |
| **Email** |  |

**Additional Contact #2:**

| **First name** |  |
| --- | --- |
| **Last name** |  |
| **Email** |  |

**Part 7: MAP Program Connections**

**\* Are you a first time MAP sponsor?**

|  | Yes |
| --- | --- |
|  | No |

**Please describe your past MAP participation, including year, type of MAP program, and your role:**

|  |
| --- |

**List anyone you have been in contact with at the Ross School of Business about this project:**

|  |
| --- |

**If my project is not selected by students, I would be interested in exploring upcoming MAP opportunities with other Michigan Ross degree programs:**

|  | Yes |
| --- | --- |
|  | No |

**Part 8: Review of Sponsor Responsibilities**

**Please check the boxes below to confirm that you understand the expectations set forth regarding your sponsorship of a MAP team:**

**Project Agreement:**

**\* I understand that acceptance of this project is pending a signed agreement between the University of Michigan and my organization**

|  | **I agree** |
| --- | --- |

**\* I understand that acceptance of this project is pending Ross faculty review**

|  | **I agree** |
| --- | --- |

**Travel and Expenses**

**\* I understand that acceptance of this project is pending approval of a project budget and/or project travel policies by the Office of Action-Based Learning**

|  | **I agree** |
| --- | --- |