

Part 1: Company Information

***Indicates required fields**

*Organization Name:

*Organization Type:

*Industry of your Organization

*Years in Business:

*Number of Employees:

*Annual Revenue:

*Website:

Part 2: Project Scope

***Brief Project Description:** 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, you can review here: [Past Project Description Database](#)

***Primary Focus:**

Secondary Focus (select one if necessary):

***Full Project Description:**

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. [Examples of project context and need](#). 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. Please keep this section to no more than three paragraphs. [Examples of project scope](#).

***Expected Deliverables/Outputs:**

*What is the goal of your project? Describe what deliverables/outputs 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.

***Optional Video and Supplemental Material Submission:** If you would like to provide additional context for your project you can upload a video (3 minutes max). You can also provide supplemental materials that you believe will strengthen your submission. [Upload here.](#)

***Project Impact:**

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

*Estimate the project’s potential impact revenue generation / cost savings in your preferred currency

If not quantifiable please explain the impact below:

Part 3: 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:

University of Michigan Degree? (if applicable) Program & Year

***Prior MAP Experience:**

***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:

University of Michigan Degree? (if applicable) Program & Year

***Prior MAP Experience:**

***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:
 University of Michigan Degree? (if applicable) Program & Year

***Prior MAP Experience:**

Part 4: Team Information: Student Skills and Requirements

Language requirements (if 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: If desired, please select no more than 2 preferred skills/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?
- *Will team members be required to sign intellectual property agreement?
- *Will team members be required to be U.S. citizens?
(Typically, only applies to government or military-affiliated organizations)?
- *Students who currently work for and/or have accepted internship or job offers with a listed competitor should not be placed on this project.

List Excluded Competitors:

Part 5: Site Visits and Funding

MAP projects run from August 27 to December 4 for a total of about 14 weeks. Final presentations will take place no later than December 4.

Project options (select one): A **Domestic US Standard Project** includes a 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). An **International Standard Project** includes a five day visit to one location. (students leave home the weekend before to start Monday morning and depart from your location Friday evening or Saturday morning). **Travel takes place between 9/8 and 10/10**, 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 with weekend class time, travel can only take place M – F unless it is an international location. If you would like to have the students return to your location for the second visit, please select “Other” below. Local travel may include up to 3 single-day site visits throughout the project.

*Travel Region:

If other or international is selected please explain:

*Please select up to 2 preferred travel weeks. Students will be onsite for 3 days, not the full week. For international travel see above.

If other is selected, please explain:

*Travel location(s) and objective of the visit.

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):

If you are requesting funding assistance or have previously negotiated a funding arrangement, please briefly explain. Include the specific amount your organization can contribute.

Dollar Amount:

Explanation:

Part 6: MAP Program Connections

*Are you a first-time MAP sponsor?

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

Have you connected with anyone at Michigan Ross about your project?

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

Part 7: 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:

*I understand that acceptance of this project is pending Michigan Ross review.

*I understand that final acceptance of this project and interaction with students is pending the acknowledgement of the Letter of Understanding between the University of Michigan and my organization before the project starts.

*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