**PART 1: PROJECT INFORMATION**

**Organization name** **Organization Name**

**Brief project summary** Brief Project Summary - Please limit to 1-2 sentences

**Primary focus of project**

**Organization type**  Corporate  
  Non-Profit/NGO Entrepreneurial – Mature – (5+ Years) Entrepreneurial – Development Stage (3-5 Years)

Startup (1-3 Years) Government

**PART 2: KEY PROJECT PERSONNEL**

**Executive Project Sponsor** (Person to whom final results will be presented)

First & Last Name

Job Title, Division

Work Street Address

City, State, ZIP/Postal

Country

**Email:** name@company.com

**Phone:** (+Country Code) ###-###-####  
**UM Degree/Year:** Degree and Year

**Prior MAP Sponsor/Liaison:**

**Project Liaison** **#1** (Required) (Main contact with team members and provides access to data/people for project success)

First & Last Name

Job Title, Division

Work Street Address

City, State, ZIP/Postal

Country

**Email:** name@company.com

**Phone:** (+Country Code) ###-###-####

**UM Degree/Year:** Degree and Year

**Prior MAP Sponsor/Liaison:**

**Project Liaison #2** (Optional)

First & Last Name

Job Title, Division

Work Street Address

City, State, ZIP/Postal

Country

**Email:** name@company.com

**Phone:** (+Country Code) ###-###-####

**UM Degree/Year:** Degree and Year

**Prior MAP Sponsor/Liaison:**

**Accounting/Bill Contact**

First & Last Name

Job Title, Division

Work Street Address

City, State, ZIP/Postal

Country

**Email:** name@company.com

**Phone:** (+Country Code) ###-###-####

**UM Degree/Year:** Degree and Year

**Proposal Editor**

First & Last Name

Job Title, Division

Work Street Address

City, State, ZIP/Postal

Country

**Email:** name@company.com

**Phone:** (+Country Code) ###-###-####

**UM Degree/Year:** Degree and Year

**Additional Contact**

First & Last Name

**Email:** name@company.com

**Project Role:**  Project Role

**PART 3: ORGANIZATIOn Information**

**Primary industry**

**Website(s)**  www.companysite.com

**Years in Business** Enter #

**No. of Employees** Enter #

**Annual Revenue** Enter #

**What is the mission or objective of your organization and/or unit? What are the primary activities, products, or services your organization provides?**

What is the mission or objective of your organization and/or unit? What are the primary activities, products, or services that your organization provides?

**Company DEI Status**

**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 4: PROJECT INFORMATION**

**Project Context & 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 & Scope of Work**

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. The ideal length is 1-2 paragraphs.

**Expected Project Outputs**

Please list the final deliverables that the team will produce at the conclusion of the project. Typical deliverables might include: marketing plan; financial impact assessment; situation analysis; market entry plan. Ideal length is 1 paragraph.

**Expected Project Inputs**

What type of quantitative or qualitative data would the team need to collect? Is this data your company can provide, or would the team need to source these inputs?

**PART 5: TEAM INFORMATION**

**Check any statements below which apply to this project:**

Team members will be required to sign a non-disclosure agreement

A student who has accepted a full-time job offer with one of your competitors should not be placed on this project.

List companies here

**PART 6: SITE VISITS & FUNDING INFORMATION**

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 is 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 introductions to key stakeholders, project orientation, and data gathering.  
  
**MAP Projects run for the full Winter Semester, from January – April. Site visits take place early in the project, typically on a Friday in late January. Due to classes and other previously planned events, there will be limited flexibility for that date.  
  
Note about COVID-19 and Student Site Visits: it is currently our expectation that students will be able to safely conduct site visits on the scheduled date. As the pandemic continues to evolve, however, plans for a site visit are subject to change based on community health conditions and University policies for off-campus learning activities. We also acknowledge that some organizations may have policies that restrict on-site visitors due to the pandemic. If necessary, our office will work with your organization to arrange a suitable alternative to a typical site visit.**

**Site Visit Options (select one):**

*Examples: Manufacturing site in Detroit, MI; Retail store in Chicago, IL; Headquarters in Grand Rapids, MI*

Local – site visit within 50 mile radius of U-M campus

Virtual - no in-person site visit

Other - site visit occurs outside of 50 mile radius of U-M campus and could involve overnight visit

*The Office of Action-Based Learning will submit a budget to sponsor based on proposed travel and project needs, prior to final project approval.*

**Site Visit Location:**

Example: Detroit, MI

**Project Funding (please select one):**

**Sponsor organization will fully fund the cost of the project - $1,000**

(plus travel expenses if site visit is beyond a 50 mile radius from U-M campus)

**Previously negotiated funding arrangement:** Sponsor organization has already negotiated

funding assistance in partnership with the University of Michigan

Please describe funding arrangement and partner organization

**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 briefly explain and include amount your organization can contribute

**PART 7: MAP PROGRAM CONNECTIONS**

**First-time MAP Sponsor**

If not, please briefly describe your past MAP participation, including year, type of MAP program, and your role:

Please briefly describe

**Please list anyone you have been in contact with at the Ross Shcool of Business about this project:**

Enter name(s) here

By checking the boxes below, you acknowledge the following expectations regarding your sponsorship of a Michigan Ross MAP if your project is awarded a team:

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

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

Submission Date