**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 States (3-5 Years)

Startup (1-3 Years) Government

**PART 2: KEY PROJECT PERSONNEL**

**Executive Project Sponsor** (Person who provides the team 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

**Project Liaison** #1 (Required) (Main contact with team members)

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

**Project Liaison #2** (Required)

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

**Local Contact** (For projects with international site work, if applicable)

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

**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 Contacts**

First & Last Name

**Email:** name@company.com

**Project Role:**  Project Role

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 would you like the students to know about your company? E.g. Description of core activities, services, and/or products. Also include mission statement or organization objectives.

**PART 4: PROJECT INFORMATION**

**Project Description & Scope of Work**

Detail the specific challenge or opportunity you'd like the team to examine including any steps or tasks you feel are necessary for a successful completion of the project. It may be helpful to outline project phases. The ideal length is 1-2 paragraphs.

**Project Context & Need**

Please provide relevant background to help students understand what has led the organization and unit to seek the recommendations of the team. The ideal length is 1-2 paragraphs.

**Expected Project Outputs**

What are the final deliverables the team will produce at the conclusion of the project? Examples include: marketing plan, financial impact assessment, situation analysis, competitive landscape assessment, optimized business model, etc.

**Additional Information/Appendix**

Enter any additional information you feel would be relevant for the project. You can also attach it to your e-mail submisison. Additional information will be included in an appendix to students.

**PART 5: TEAM INFORMATION**

**Project Language Requirements (Do not need to specify English)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Language** | **Required/Desired** | **Competency** | **# of Students** |
| Language #1 | Required/Desired | Fluent or Basic | Enter 1-6 |
| Language #2 | Required/Desired | Fluent or Basic | Enter 1-6 |
| Language #3 | Required/Desired | Fluent or Basic | Enter 1-6 |

**Specific skills or experience relevant to the project:**

Decribe any relevant skills or experience. If no specific skills are required, please note N/A.

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

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

Team members will be required to assign any created intellectual property to the sponsoring organization

Team members will be required to consent to background screening(s)

Team members who currently work for and/or have accepted internships with a listed competitor should not be placed on this project:

List companies here

**PART 6: PROJECT LOGISTICS**

*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. A site visit 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 for site visits***
* ***MAP projects run from May 10, 2021 - July 2, 2021, for a total of 7 weeks***
* ***Final Presentations will take place between June 28 - July 2***

*Note about COVID-19 and Student Travel: As the pandemic continues to evolve, any project-related travel plans may be subject to change based on country or state travel guidelines, as well as University travel policy. If students are not able to travel based on one of these policies, the dedicated company liaisons are expected to conduct virtual meetings with the MAP team and facilitate interviews with key personnel in the organization as needed for the project. If a sponsor organization’s current policy for travel or remote work due to COVID-19 is not conducive to a site visit by the MAP team, please select "Virtual Project" below.*

**Project Options (select one):**

**Standard Project**

*The Office of Action-Based Learning will submit a budget to sponsor based on proposed travel and project needs, prior to final project approval. Includes a site visit to one location for one week, plus travel time. Please indicate preferred week for team travel:*

Students on site Week 1: May 10-14

Students on site Week 2: May 17-21

**Local Project** - **$5,000**

*Local site visits with intermittent day trips (no overnight stays) within 50 mile radius of campus*

**Virtual Project** - **$5,000**

*No in-person site visits. All project work will be done virtually*

**Other Project**

*The Office of Action-Based Learning will submit a budget to sponsor based on proposed travel and project needs, prior to final project approval. Examples of Other Projects: site visit involves more than one week of travel, complex itineraries (more than one location), and/or a second trip for the final presentation. Any non-local travel must be a minimum of one week. Please indicate specific dates and location(s) in the description below.*

**Project Location** **Example: Chicago, IL**

**Brief description of project-related travel:**

For example, “Visit corporate headquarters for data collection” or “Travel to (city/state) for orientation then to (alternate location/s) for additional market research”

**PART 7: FUNDING**

**Management of Project Expenses**

*Based on the selections in the Project Logistics section (select one):*

**Sponsor organization will fully fund the cost of the project**

**Sponsor organization has already negotiated funding assistance in partnership with the University of Michigan**

Please describe funding arrangement and partner organization within Michigan Ross

**Sponsor organization requests funding assistance for project**

*Limited funding is available to non-profit and entrepreneurial projects. Michigan Ross uses a cost-sharing model to support projects in need of financial assistance. If funding is requested, the Office of Action-Based Learning will contact you to discuss the specifics of the funding structure and budget for your project.*

Please briefly explain and include amount your organization can contribute

**PART 8: MAP PROGRAM INFORMATION**

**First-time MAP Sponsor**

If no, please briefly describe past MAP participation: Please briefly describe

**Michigan Ross Contact, if applicable:** Enter name here

**I would be interested in exploring upcoming MAP opportunities with other Michigan Ross**

**degree programs should the project not be selected.**

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**

**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.**

Revision Date