**PART 1: PROJECT INFORMATION**

**Organization name** Organization name

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

Startup (1-3 Years) Government

**Brief project summary** Brief project summary. 1 – 2 sentences is ideal.

**Primary focus of project** Select one:

**Sub-focus of the project** Select one:

**Any additional focus of the project not listed above:**

Please enter any additional focus not listed above

**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 Code

Country

**Email:** name@company.com

**Phone:** Phone (+country code) XXX-XXX-XXXX  
**UM Degree/Year:** UM Degree & Year

**Prior MAP Sponsor/Liaison:** Select one:

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

First & Last Name

Job Title, Division

Work Street Address

City, State, Zip/Postal Code

Country

**Email:** name@company.com

**Phone:** Phone (+country code) XXX-XXX-XXXX  
**UM Degree/Year:** UM Degree & Year

**Prior MAP Sponsor/Liaison:** Select one:

**PART 2: KEY PROJECT PERSONNEL (continued)**

**Project Liaison #2:**

First & Last Name

Job Title, Division

Work Street Address

City, State, Zip/Postal Code

Country

**Email:** name@company.com

**Phone:** Phone (+country code) XXX-XXX-XXXX  
**UM Degree/Year:** UM Degree & Year

**Prior MAP Sponsor/Liaison:** Select one:

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

First & Last Name

Job Title, Division

Work Street Address

City, State, Zip/Postal Code

Country

**Email:** name@company.com

**Phone:** Phone (+country code) XXX-XXX-XXXX  
**UM Degree/Year:** UM Degree & Year

**Accounting/Billing Contact:**

First & Last Name

Job Title, Division

Work Street Address

City, State, Zip/Postal Code

Country

**Email:** name@company.com

**Phone:** Phone (+country code) XXX-XXX-XXXX

**Proposal Editor:**

First & Last Name

Job Title, Division

Work Street Address

City, State, Zip/Postal Code

Country

**Email:** name@company.com

**Phone:** Phone (+country code) XXX-XXX-XXXX  
**UM Degree/Year:** UM Degree & Year

**Additional Contact:**

First & Last Name

**Email:** name@company.com

**Project Role:**  Project role

**PART 3: ORGANIZATION INFORMATION**

**Primary industry** Select one:

**Website(s)** Enter company website

**Years in Business** Enter years

**Number of Employees** Enter number

**Annual Revenue** Enter revenue

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

Please enter your mission, activities, products, or services

**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

Describe project context and need:

**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.

Project description and scope of work:

**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 outputs:

**Additional Information/Appendix**

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

Additional information:

**PART 5: TEAM INFORMATION**

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Language**  **(do not need to specify English)** | **Required or Desired?** | **Competency** | **# of Students who should have this capability** |
| None required | Select one: | Select one: | Select one: |
| None required | Select one: | Select one: | Select one: |
| None required | Select one: | Select one: | Select one: |

**Please list any skills or experience that is necessary for student(s) on the team to possess in order to ensure success. If no specific skills are required, enter “N/A”.**

Describe relevant skills or experience:

**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 must be U.S. citizens (Typically only applicable to government or military-affiliated organizations).

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 excluded companies

**PART 6: 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 July 5, 2022 – August 19, 2022 for a total of about 7 weeks. Final presentations will take place August 18 - 19.***

*Note about COVID-19 and Student Travel: it is currently our expectation that students will be able to safely conduct site visits on the scheduled dates. 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.*

**Project Options (select one):**

*A****Standard Project****includes one site visit to the sponsor’s location (typically 3 – 5 days on site, plus travel time). Travel typically takes place the week of July 11, but is dependent on student and sponsor schedules. Final presentations take place 8/18 – 8/19, and are planned to be held on campus; sponsors attend either in person or virtually. If you prefer to have the students return to your location for the final presentation, please contact our office prior to submitting the proposal.*

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

**No Travel project –** *Virtual projects involving no travel.*

**Project Location** For 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”

**Project Funding (select one):**

**Sponsor organization 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 funding arrangement and partner organization below)*

Please describe the funding arrangement and partner organization within Michigan Ross

**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. 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 describe your funding assistance request below, and* ***include the amount your organization can contribute***

Please briefly explain and include amount your organization can contribute:

**PART 7: MAP PROGRAM CONNECTIONS**

**First-time MAP Sponsor**

If you are a returning MAP sponsor, please briefly describe your past MAP participation, including year, type of MAP program, and your role:

Past MAP participation:

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

Ross contact names:

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

**PART 8: FINAL SUBMISSION**

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.**

Submission Date Click to enter today’s date