**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 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

**Prior MAP Sponsor/Liaison:**

**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

**Prior MAP Sponsor/Liaison:**

**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

**Prior MAP Sponsor/Liaison:**

**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 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 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.

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

Team members who currently work for a listed competitor should not be placed on this project:

List companies here

**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 January 8, 2022 – April 13, 2022, for a total of 14 weeks. Final presentations will take place between April 5, 2022 – April 13, 2022.***

*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 a three day site visit to one location. Travel takes place between 1/8/22 and 3/31/22; to avoid conflicts with class time, travel can only be scheduled Mon - Fri. Final presentations take place from 4/5/22 - 4/13/22, 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.*

**International project -** *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 project approval.* ***Please select preferred travel dates below.***

**Domestic Project** - *(New York City area, Boston area, or any US West Coast city) - $15,000.* ***Please select preferred travel dates below.***

**Domestic Project -***(Chicago area, or any other US city not listed above requiring a flight from southeast Michigan) - $10,000.* ***Please select preferred travel dates below.***

**Domestic Project -***(non-local sites not listed above that require an overnight stay but do not require a flight [e.g. Indianapolis, Cleveland]). 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 indicate the specific dates and locations in the description(s) below.*

**Local Project** - *Local site visits with intermittent day trips (no overnight stays) within 50 mile radius of Ann Arbor campus - $5,000*

**Other** - *more than one week of travel, travel to more than one location, and/or a second trip for the final presentation. Any non-local travel must include a minimum of 3 days on-site. 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 indicate the specific dates and locations in the description(s) below.*

**Preferred Travel Dates:**

**Fixed Travel Dates**: students are requested on-site for a specific 3 day period (e.g. if they will attend a trade show or other fixed-date event). Please specify dates in the description(s) below.

**Flexible Travel Dates**: The Office of Action-Based Learning will facilitate the selection of travel dates in coordination with the students. Please specify a preferred 2 week travel window between 1/8/22 and 3/31/22 in the description of travel section, 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”

**Project Funding (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 7: MAP PROGRAM CONNECTIONS**

**First-time MAP Sponsor**

If no, please briefly describe past MAP participation:

Please briefly describe

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

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.**

Submission Date