



# NEED DIRECTION? USE A MAP.

SPONSOR A MICHIGAN ROSS FULL-TIME MBA MAP  
MULTIDISCIPLINARY ACTION PROJECT

# FULL-TIME MBA MAP

**WHAT IS MAP?**

Our largest educational partnership program working with companies and organizations around the world. MAP focuses on actual business projects provided by sponsoring organizations, and educates teams of our MBA students through real-time action-based learning. MAP is not considered an internship.

**HOW DOES IT WORK?**

Teams of 4 to 6 students work on projects sponsored within corporate, entrepreneurial, and nonprofit organizations.

**HOW MANY PROJECTS WILL BE ACCEPTED?**

Approximately 80 MAP projects will be undertaken this year.

**WHEN DO THE PROJECTS TAKE PLACE?**

March 7, 2022 through April 26, 2022

**WHICH STUDENTS PARTICIPATE?**

All first-year Full-Time MBA students participate.

**ARE STUDENTS AT THE COMPANY FULL-TIME?**

Students would be expected to spend the equivalent of one week on site with the sponsoring organization. Virtual projects will only be accepted in rare circumstances.

**ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?**

No. MAP is a core course requirement and it is the only course required of students during this time.

**WHAT INVOLVEMENT DO BUSINESS FACULTY HAVE?**

MAP faculty advisors guide the students in their analyses and recommendations, facilitating the educational process.

**WHAT ARE THE BENEFITS TO YOUR ORGANIZATION?**

- › Fresh look at your business issue from an unbiased team
- › Thorough, data-driven recommendations
- › Valuable company exposure to the MBA class, reinforcing recruiting strength
- › Exposure to the latest business tools and techniques
- › Opportunity to directly invest in the education and development of tomorrow's business leaders

**WHAT ARE THE SPONSOR'S MAIN RESPONSIBILITIES?**

- › Appoint two dedicated liaisons to the project
- › Allow timely access to relevant data and personnel
- › Determine team travel plans and approve project budget
- › Facilitate review and execution of University of Michigan project agreement on behalf of sponsor organization

**IS THERE A COST TO PARTICIPATE?**

Sponsors are asked to invest in their project via a modest program fee, which goes directly to support the student experience and non-instructional costs. The program fee would also include travel costs for the student site visit. Specific project cost information is available from the Office of Action-Based Learning.

Students receive course credit and do not receive a salary.

A limited number of fee reductions are available for projects that meet certain criteria. Organizations requesting a fee reduction should do so via the proposal form.

**HOW CAN YOU APPLY TO SPONSOR A PROJECT?**

- › Complete a project proposal at: [michiganross.umich.edu/map/proposal](http://michiganross.umich.edu/map/proposal)
- › Projects will be accepted and approved on a rolling basis beginning **Sept. 1, 2021**.
- › The proposal form is anticipated to close on **Nov. 15, 2021**, if not sooner.

**FULL-TIME MBA MAP TIMELINE**

<b>SEPT. 1, 2021</b>	› proposal form opens
<b>NOV. 15, 2021</b>	› proposal form closes
<b>EARLY JAN. 2022</b>	› students select projects
<b>JAN. 2022</b>	› sponsors notified of students and faculty assigned to their project
<b>MARCH 7-9, 2022</b>	› MAP kickoff events (students only)
<b>MARCH 10, 2022</b>	› students begin traveling to sponsor's site for project work
<b>APRIL 18-26, 2022</b>	› final presentation to MAP sponsor's management team

# PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
Amazon	Seattle, WA	Define framework and metrics to capture the process and operational reliability of certain equipment.
Amazon	Seattle, WA	Develop a messaging hierarchy to accurately and consistently communicate to Amazon Fresh customers throughout their shopping journey.
Amazon	Seattle, WA	Improve inventory health and concession related defects through operational process improvements and standardization.
Amazon	Seattle, WA	Provide recommendations for improving access to groceries for customers in underserved populations.
Amazon	Seattle, WA	Define framework and metrics to capture the process and operational reliability of certain equipment.
Amazon	Seattle, WA	Evaluate pricing strategies for Amazon grocery businesses.
Amazon	Seattle, WA	Develop a selection strategy for the non-food product categories in Amazon Fresh.
Amazon	Seattle, WA	Develop a data-driven grocery merchandising strategy for Whole Foods Market's online channel.
Anthem	Indianapolis, IN	Create an investment thesis for a future business that addresses a top category of medical spending.
Bank of America	New York, NY	Identify opportunities to enhance and scale Quality Assurance (QA) capabilities.
Bank of America	New York, NY	Work Force of the Future: Develop a framework across GBAM Ops to aid management in identifying and closing the gap between the skills of their current workforce and the skills required for their desired future business.
BLP Group	Gurgaon, Haryana, India	Complete a comprehensive market analysis and market entry strategy for an AI-based SaaS product for renewable energy.
BlueConduit	Franklin, MI	Conduct market analysis of potential use cases for machine learning to support decision-making to protect public health.
Capital Group	Los Angeles, CA	Provide a comprehensive competitive assessment of the asset management industry.
Caravan Health	Kansas City, MO	Evaluate and identify patient engagement strategies outside the clinical setting that can meaningfully impact quality outcomes.
Comcast Cable Co.	Philadelphia, PA	Evaluate emerging technologies and investment opportunities.
Comcast/NBCUniversal	Philadelphia, PA	Evaluate connectivity-adjacent opportunities.
Dell Technologies	Seattle, WA	Build a sales enablement plan for Dell Technologies Cloud.
Dexcom	San Diego, CA	Formulate a 3-year strategic market entry plan.
DreaMed Diabetes	Petah Tikva, Israel	Define a business model for the next generation of technology-enabled diabetes care.
EezyBrands Corp.	Cape Town, South Africa	Develop a comprehensive traditional and digital marketing strategy.
Electronic Arts	Redwood City, CA	Future convergence of digital entertainment and opportunities with GenZ.
Ethan Healthcare	Addis Ababa, Ethiopia	Develop a business plan for a location-based healthcare service that connects healthcare providers with patients.

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SPONSOR	LOCATION	BRIEF DESCRIPTION
FanDuel	New York, NY	Develop a 5 year-strategic market entry plan.
Ferrara Candy Co.	Chicago, IL	Enhance SKU prioritization process across both supply chain and non-operational functions to improve service to customers.
Ford Motor Co.	Dearborn, MI	Explore new services and experiences around battery-electric vehicles.
Ford Motor Co.	Dearborn, MI	Provide validation and strategy for implementing Ford's Model of Human Progress (social impact metrics).
General Motors Corp.	Warren, MI	Complete a competitor benchmarking analysis.
Goodwill's Green Works	Detroit, MI	Develop a financial model and other supporting financial documents for the Wood Sustainability Program.
Google Inc.	Ann Arbor, MI	Explore how companies that serve SMB customers incentivize their sales teams.
Google Inc.	Mountain View, CA	Identify services and incentives from our competitors that are offered to and valued by our agency partners, and recommend opportunities to improve Google's offerings.
Google Inc.	Mountain View, CA	Recommend a go-to-market strategy to shift customers to automation solutions.
Gulfstream Aerospace Corp.	Savannah, GA	Develop a roadmap for creating, implementing, and maintaining a virtual/digital community for customers.
HCP Packaging	Shanghai	Assess the most likely direction and magnitude of changes to the worldwide beauty market driven in the wake of Covid-19, and chart out a roadmap for HCP Packaging to respond under different scenarios.
Hewlett-Packard Co.	Palo Alto, CA	Maximize profit by optimizing discount strategy for deal-based products.
Hotels.com (Expedia Inc.)	Dallas, TX	Evaluate the current key performance indicators and methodology to understand impact on business results.
Indeed	Austin, TX	Develop recommendations for Indeed's global partner portal.
Inflamma Therapeutics	Washington, DC	Develop a three-year strategic plan and a collaboration roadmap.
Intel	Beaverton, OR	Design a comprehensive marketing strategy.
Kiira Motors Corp.	Kampala, Uganda	Define a supply chain localization strategy for the Kiira Vehicle Plant and the emerging automotive industry in Uganda.
Microsoft Corp.	Redmond, WA	Conduct analysis and make recommendations.
Microsoft Corp.	Redmond, WA	Formulate a business product marketing strategy.
Morning Brew	Springfield, NJ	Propose a strategic roadmap for Morning Brew's next paid product.
NRP Group	Cleveland, OH	Develop an internal application and executive reporting dashboard.
OpenDNA Ltd.	Haifa, Israel	Formulate a three-year go-to-market plan.
Opportunity Fund	San Jose, CA	Map and optimize the customer journey for a new lending product.
PEAK6   Poker Powher	Chicago, IL	Research, define, and present strategies, best practices, and tactics to increase market share for the new Poker Powher app.

# PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
PG&E	San Francisco, CA	Develop an operating model for highly-effective benchmarking and recommend strategies for investment optimization.
Private Equity Support	Nairobi, Kenya	Develop a strategic approach for assisting locally-owned SMEs as they manage the impact of COVID on their businesses.
Psychotherapy Action Network (PsiAN)	Chicago, IL	Develop a three-year strategic business plan.
RemiWise Oncology Ltd.	Petah Tikva, Israel	Research and recommend a three-year strategic roadmap.
Riot Games	Los Angeles, CA	Define a strategy to support distributed work outside of HQ in LA and replicate Riot Games' cultural aspects in new locations.
Riot Games	Los Angeles, CA	Explore opportunities for Riot Games to expand products and experiences around global esports events.
SERNANP	Lima, Peru	Build a business planning model to promote financial resilience and help identify and design new financial opportunities for Peruvian National Parks.
Tata Sky	Mumbai, India	Develop a strategy to accelerate the Over The Top (OTT) video growth in India with Tata Sky Binge.
The Ilera Companies Inc.	New York, NY	Create a go-to-market strategy for commercial launch.
TIP Global Health	Aptos, CA	Conduct a cost analysis for a locally procured and produced Ready-to-Use Therapeutic Food (RUTF).
Under Armour	Baltimore, MD	Coordinate trade terms in key markets to reduce complexity and incentivize growth and profitability.
Venturi Astrolab	Hawthorne, CA	Create a sustainable business model for Astrolab's commercially developed lunar rovers.
VESSL Therapeutics Ltd.	Haifa, Israel	Create a market analysis and three-year strategic plan.
World Resources Institute	Washington, DC	Develop a strategy to catalyze more financing for landscape restoration throughout Africa to alleviate poverty and climate resilience.
Zillow	Seattle, WA	Develop a national expansion strategy proposal for Zillow and Housing Connector's landlord engagement initiative.

# Sponsor a Multidisciplinary Action Project

[michiganross.umich.edu/MAP](https://michiganross.umich.edu/MAP)

## **M** | MICHIGAN ROSS

### **Multidisciplinary Action Projects**

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