



Whirlpool
CORPORATION



NEED DIRECTION? USE A MAP.

SPONSOR A MICHIGAN ROSS CAPSTONE
MULTIDISCIPLINARY ACTION PROJECT

CAPSTONE 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 undergraduate students through real-time action-based learning. MAP is not considered an internship.

HOW DOES IT WORK?

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

HOW MANY PROJECTS WILL BE ACCEPTED?

Approximately 20 MAP projects will be undertaken this year.

WHEN DO THE PROJECTS TAKE PLACE?

Jan. 2023 through April 2023

WHICH STUDENTS PARTICIPATE?

Undergraduate (BBA & Business Minor) students participate.

ARE STUDENTS AT THE COMPANY FULL-TIME?

Students work mostly from campus, but can conduct a site visit during the first half of the project, conditions permitting.

ARE STUDENTS TAKING OTHER COURSES AT THIS TIME?

Yes.

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 Ross students, 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 one dedicated liaison to the project
- › Allow timely access to relevant data and personnel
- › Determine team travel plans and approve project budget
- › Facilitate site visit or field work during the first half of the project

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 cost. 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 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/capstone
- › Projects will be accepted and approved on a rolling basis beginning **Aug. 1, 2022**.
- › The proposal form is anticipated to close on **Oct. 21, 2022**.

CAPSTONE MAP TIMELINE

AUG. 1, 2022	› proposal form opens
OCT. 21, 2022	› proposal form closes
EARLY DEC. 2022	› students select projects
MID-DEC. 2022	› sponsors notified of students and faculty assigned to their project
JAN. 2023	› project begins
FEB.-MARCH 2023	› midpoint presentations
APRIL 2023	› team presentations to sponsor

2022 PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
Action Levels	Detroit, MI	Create a go-to-market strategy for Action Levels, a company that provides experiential, creative STEAM kits for curious minds looking for a hands-on approach to play and discovery.
Alteris Group	Southfield, MI	Create a business plan for a digital apprenticeship learning platform.
Butterball Farms	Grand Rapids, MI	Develop a marketing plan to position Butterball Farms as the leader in customized flavor solutions.
Canterbury House	Ann Arbor, MI	Conduct a feasibility study for the creation of a coffee shop in an existing small concert venue/community center in downtown Ann Arbor.
Crohn's & Colitis Foundation	New York, NY	Create the pro forma, market research, and recommended approach for engaging with advertisers on medical content pages.
Farmacy Food	Detroit, MI	Create a growth marketing strategy.
Fit4Life Health and Fitness LLC	Livonia, MI	Recommend a growth strategy, including but not limited to social media avenues, with a client focus.
FoodFinder	Duluth, GA	Develop a detailed and comprehensive action plan to improve FoodFinder's measurement of key impact metrics and collection of user feedback.
Mami Wata	Detroit, MI	Develop a business and marketing plan for a hair product line.
OneMagnify	Detroit, MI	Identify potential corporate acquisition targets that meet OneMagnify's strategic goals.
Personal Apportion Dwellings	Detroit, MI	Create a real estate proforma template and develop market research for our first P.A.D.
Scrap Soils	Detroit, MI	Create an effective and sustainable operation plan and go-to-market strategy.
The Hotel Concord	Concord, NH	Create a digital marketing framework and campaign schedule.
The Naked Market	San Francisco, CA	Develop a comprehensive marketing strategy.
Thumbprint Fulfillment	Detroit, MI	Propose an improved pricing menu and recommended ratio of service mix to increase profitability.
TIAA	Ann Arbor, MI	Explore ways to increase brand awareness among University of Michigan employees under age 40.
University of Michigan	Ann Arbor, MI	Analyze and develop optimal setup and staffing plans for concession stands at Michigan Athletics venues.
Wayne Metropolitan Community Action Agency	Detroit, MI	Implement an interactive mapping program to help pinpoint high-scoring areas in Wayne County for refugee housing funding applications that go through a competitive scoring process.

Sponsor a Multidisciplinary Action Project

michiganross.umich.edu/MAP

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