



NEED DIRECTION? USE A MAP.

SPONSOR A MICHIGAN ROSS FULL-TIME MBA
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 four to six 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 6, 2023 through April 26, 2023

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.

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
- › Projects will be accepted and approved on a rolling basis beginning **Aug. 1, 2022**.
- › The proposal form is anticipated to close on **Nov. 14, 2022**.

FULL-TIME MBA MAP TIMELINE

AUG. 1, 2022	› proposal form opens
NOV. 14, 2022	› proposal form closes
EARLY JAN. 2023	› students select projects
JAN. 2023	› sponsors notified of students and faculty assigned to their project
MARCH 6-8, 2023	› MAP kickoff events (students only)
MARCH 9, 2023	› students begin traveling to sponsor’s site for project work
APRIL 17-25, 2023	› final presentation to MAP sponsor’s management team

2022 PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
3M	Orinda, CA	Create a go-to-market strategy.
Access Afya	Nairobi, Kenya	Develop an implementable business plan.
Accion Opportunity Fund	San Jose, CA	Design repeat customer strategy to improve capital access for women and minority small business owners across the U.S.
Advanced Battery Concepts LLC	Clare, MI	Formulate detailed marketing and product strategies.
Amazon	Seattle, WA	Create a framework to benchmark sustainability claims and initiatives among grocery businesses in the U.S.
Amazon	Seattle, WA	Analyze market trends and connectivity strategies to improve the engagement and performance of Amazon employees..
Amazon	Staten Island, NY	Formulate a detailed product roadmap for accessibility use cases.
Amazon	Seattle, WA	Develop a Social Responsibility Pre-Qualification Tool for new Amazon suppliers.
Aravind Eye Care System	Chennai, India	Create a five-year strategic plan for Aravind Eye Hospital Chennai.
Barcode Diagnostics LTD	Nazareth, Israel	Conduct a post-COVID market-assessment to identify the optimal penetration strategy.
Blue Origin	Seattle, WA	Conduct a market analysis to identify opportunities for digital technology solutions in space business-to-business applications.
Busoga Health Forum	Jinja, Uganda	Conduct a feasibility study on manufacturing diagnostics for diabetes in Uganda.
Cambia Health Solutions	Portland, OR	Develop strategic priorities to support sustainable membership growth and market leadership.
Caravan Health	Kansas City, MO	Evaluate a pilot clinical program providing strategic recommendations that streamline and scale implementation, enhance user adoption, and optimize client outcomes.
CogMe	Netiv Ha'or St, Haifa, Israel	Formulate a three-year U.S. market entry action plan.
Commongrounds Cooperative	Traverse City, MI	Develop a business operating plan for a new multi-use cooperative building venture.
Dawn Foods	Jackson, MI	Develop a business and product portfolio strategy.
Dexcom	San Diego, CA	Assess the viability of a new U.S. sensing opportunity.
Dickinson Wright PLLC	Ann Arbor, MI	Conduct a competitive market analysis and develop an integrated diversity, equity, and inclusion marketing plan that fine-tunes the firm's diversity-focused marketing strategies and industry partnerships, and enhances the firm's DEI reputation.
EA SPORTS	Orlando, FL	Create a consumer archetype that informs the development of a one-year strategic roadmap that will be used to bring the EA SPORTS brand to market.
Ecolab Inc	Ann Arbor, MI	Develop a new rental model for commercial dish machines and analyze the financial and operational impact of transitioning existing customers to it.
Experian	Costa Mesa, CA	Optimize use of three global programs to increase pace of innovation and the quantity of new, high-valued products delivered to the market.
Fetch Rewards	Chicago, IL	Create a strategic plan for future app and revenue growth opportunities.

2022 PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
Ford Motor Co.	Dearborn, MI	Formulate a five-year strategic market entry plan for hydrogen fuel cell powered electric vehicle chargers to be produced by General Motors and Renewable Innovations.
General Motors Corp.	Warren, MI	Formulate a detailed three-to-five year strategic market entry plan for a new ecommerce line of business.
Good Business Lab	Bangalore, India	Compose a market entry strategy.
Gulfstream Aerospace Corp.	Savannah, GA	Formulate a global market entry plan for an incubation project.
Gynica ABG Ltd	Tel Aviv, Israel	Develop a three year go-to-market action plan for U.S. market development, launch, and penetration.
Highscope	Ypsilanti, MI	Compose a three-to-five year strategic phased renovation and occupancy model.
Hilmar Cheese Company	Hilmar, CA	Formulate a channel strategy for serving the U.S. sports/active nutrition market.
Impro Industries	San Luis Potosi, Mexico	Provide a growth strategy for Impro's aerospace business in North America.
Indeed	New York, NY	Develop product strategy and feature recommendations for a global job seeker-facing application tool.
Indian Hotels Company Ltd.	Bengaluru, India	Create a go-to-market strategy to launch silver tourism.
Intel Corp.	Hillsboro, OR	Create a business strategy to support product expansion in new user segments and channels.
International Center for Rehabilitation	Kumasi, Ghana	Develop a high-level business plan for a rehabilitation clinic in Ghana.
LevelTen Energy	Seattle, WA	Develop a strategy to integrate sustainability and carbon management trends with existing products.
Little River Holdings	Manistee, MI	Create a dividend plan that determines the appropriate profit distribution structure back to the Little River Band of Ottawa Indians, while also ensuring sustainability and growth.
Matterport Inc	Sunnyvale, CA	Provide a market analysis/entry project to help define, size, and identify opportunities.
Michigan Capital Network	Grand Rapids, MI	Develop a detailed plan for growing, funding, and operating a statewide network of angel investor groups.
Microsoft Corp.	Redmond, WA	Determine a B-2-B enterprise customer acquisition and retention strategy for one of Azure's fastest growing services.
Microsoft Corp.	Redmond, WA	Formulate a global market entry plan for an incubation project.
Microsoft Corp.	Redmond, WA	Provide recommendations to help product marketing managers drive business impact.
Microsoft Corp.	Haryana, India	Develop a go-to-market plan for Enterprise Child Accounts.
Microsoft Corp.	Redmond, WA	Develop a marketing and product growth strategy.
Neurowyze	Singapore	Develop a market analysis and market-entry strategy.
NRP Group	Cleveland, OH Austin, TX	Analyze the lease-up process and make recommendations for marketing, operations, financial, and technology-related improvements.
Owens Corning	Toledo, OH	Crisply define a complex value chain to see where and how market share can be gained.

2022 PROJECT LIST

SPONSOR	LOCATION	BRIEF DESCRIPTION
Pave LLC	Santa Barbara, CA	Identify key needs of Pave's target demographic to a construct product development roadmap.
Peak6	Chicago, IL	Develop a strategy and framework to identify and prioritize opportunity areas for inorganic growth.
Popluz Ltd.	Lima, Peru	Develop a strategic plan, roadmap, and storytelling from proof-of-concept to national expansion.
Psychotherapy Action Network (PsiAN)	Chicago, IL	Define the competitive landscape and develop the PsiAN brand architecture.
Related Companies	New York, NY	Provide strategic planning for the development of state-of-the-art, next-generation, fully-integrated power and connectivity infrastructure.
ReWalk Robotics	Boston, MA	Analyze the business case and market requirements for bringing a new robotic assistive medical device to market.
Riot Games	Los Angeles, CA	Define a framework to measure and track overhead activities within Riot's Enterprise technology department so teams can focus on more value added activities.
Rocket Companies	Detroit, MI	Conduct market research and internal review to propose proper career mobility, skill mapping, and workforce planning methodologies.
RV Retailer	Tampa, FL	Determine the complete lifetime value of an RV customer and RV related spend to build out an industry-leading customer loyalty program.
Sound Agriculture	Cleveland, OH	Determine the value proposition and strategy to sell an agricultural chemical input that replaces fertilizer in the turfgrass market.
SunFi	Lagos, Nigeria	Develop a growth implementation strategy.
Swiss Re	Singapore	Identify a consumer engagement strategy for a health and wellness app which can continuously and sustainably bring meaningful impact to users' health.
SYSTEMIQ	Banyuwangi, Bali Jakarta, Indonesia	Build an innovative financing mechanism to make waste management "investable."
Tata Consumer Products Ltd.	Bengaluru, India	Develop a route-to-market strategy into the U.S. breakfast cereals category.
Tata Steel	Gurugram, India	Propose a business model for setting up the recycling of rare Earth elements by evaluating the various source streams and technology options available.
The Giving Exchange	Nairobi, Kenya Walnut Creek, CA	Develop a cohesive fundraising and communication strategy for donor cultivation by performing CRM data deep dives, competitive analysis, and research into fundraising strategies.
Towel Tracker LLC	Grand Rapids, MI	Develop a market entry strategy to expand the sales opportunity for the SENTRY Tracker product.
UNFI	Providence, RI	Develop a strategic approach for UNFI to address the environmental impacts of land use change in its food and agricultural value chain.
UnitedHealthcare	Minnetonka, MN	Identify and define a customer service operating model for the future core consumer of UnitedHealthcare's commercial insurance business.
Vcredit	Shanghai, China	Assess and identify potential and meaningful fintech opportunities in U.S. market.
World Resources Institute	Washington, D.C.	Perform a carbon viability assessment of community-driven projects in the African Forestry Landscape Restoration Initiative.

Sponsor a Multidisciplinary Action Project

michiganross.umich.edu/MAP

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Multidisciplinary Action Projects

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