

+ impact studio

APPLEBAUM IMPACT DESIGN FELLOWSHIP - SUMMER 2021 Design CoFounder

OUR MISSION

The [+Impact Studio](#) at the Ross School of Business is a campus hub for impact creators and innovators. Launched within the Business+Impact Initiative in 2019, our mission is to bring impactful ideas to life using business and design tools along with research expertise from our university community. The +Impact Studio encompasses a collaboration space, an interdisciplinary graduate course, a design lab for impact-focused ventures and projects, and workshops and events.

IMPACT DESIGN LAB & FELLOWSHIP

The [Impact Design Lab](#) is part of the +Impact Studio at Ross. In the lab, Applebaum Impact Design Fellows are part of an interdisciplinary cohort working to make a difference in the world through design innovation. This summer, Impact Design Fellows will work to support the **+Impact Studio's Founders Program**, a 13-week program where impact-driven student innovators come together to nurture and launch their big ideas to change the world. In your role, you will act as a temporary cofounder to support up to 3 founders who are working on ideas related to **equity, education, health/wellness, small businesses and climate**. **Note:** This role is entirely virtual.

RESPONSIBILITIES

- Collaborate with other Fellows and coaching staff to support the portfolio of impact Founders
- Join Founders in their team meetings and contribute to the growth of their idea. This may involve the following:
 - Serve as a thought and action partner for Founders
 - Research, test, and evaluate business/mission model prototypes
 - Utilize tools such as business/mission model canvas for iteration and ideation
 - Conduct customer discovery, user and stakeholder research, as well as secondary research
 - Lead market analysis and competitive benchmarking
 - Develop and refine financial models and funding strategies
- Join weekly community meetings and occasional network events
- Lead or support other duties for the program such as content creation for Medium and social media, online event planning, etc.

QUALIFICATIONS

- BBA/MBA, Business Minor, or equivalent experience
- Demonstrated commitment to impact
- Experience working on aspects of business design and strategy: business model ideation and prototyping, customer discovery, user research, journey mapping, market assessment
- Strong entrepreneurial spirit
- Demonstrated history of bias for action
- Empathic and curious with an ability to connect with a wide range of stakeholders

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- Skilled collaborator and interdisciplinary enthusiast
- Exposure to innovation tools and frameworks such as design thinking desirable

HOURS & COMPENSATION

- 10 hours per week for 13 weeks
- \$3,250 stipend

APPLICATION DETAILS

Please share a resume and statement of interest [using this form](#) by **Wednesday, April 21, 2021, Midnight.**

WHO YOU WILL WORK WITH

Innovator-in-Residence Moses Lee, BBA'02 and MA'03, is an experienced educator and social entrepreneur who is passionate about working with students to discover and take action on their passions. In 2011, he founded the edtech company Seelio, which was later acquired by Keypath Education. In 2017, he acquired the Michigan Language Center with his wife (ex-Google) and has scaled it with a digital first strategy. Moses is also a VC scout for Grand Ventures, an early-stage Venture Capital firm that invests in health, education, software, and other global industries.

Business+Impact Managing Director Cat Johnson works to tackle poverty through business and serve as a change agent through higher education. She has over a decade of experience launching and managing social enterprises in the U.S. and around the world. Prior to joining Business+Impact, Cat was Chief Operating Officer at Detroit-based social enterprise Empowerment Plan, which produces a sleeping bag coat for the homeless and aims to break the cycle of generational poverty through employment. She worked previously at Ross leading social innovation programs and earned a BA and MBA/MSW from University of Michigan.

Faculty Director Dr. Jeffrey Sanchez-Burks' research broadly focuses on social dynamics that shape strategic change and the design of human-centric innovations. Through this work, he has generated novel insights about how culture shapes work behavior, how context moderates social intelligence and emotional aperture, and approaches to facilitating mental bricolage that enable individuals to generate novel innovations using disparate knowledge they already possess. His research has been featured in the TED* series, The Wall Street Journal, New York Times, National Public Radio, Harvard Business Review, and other international media outlets. He has taught leaders in over 30 countries around the world who work in sectors including technology, financial services, consulting, arts & entertainment, government intelligence, mobility, manufacturing, and healthcare.