

# +IMPACT STUDIO FOUNDERS PROGRAM

SPRING / SUMMER COHORT  
MAY - AUG 2021

UNIVERSITY OF MICHIGAN

+ impact studio

<http://rossimpactstudio.com>



## ABOUT THE PROGRAM

The +Impact Studio Founders Program is where impact-driven student innovators come together to nurture and launch their big ideas to change the world. Our growing community and action-oriented programming will help you bring your initial concepts and prototypes to life.

## WHAT YOU'LL GET:



### COMMUNITY

You'll meet and build friendships with other high octane, impact design founders.



### DESIGN COFOUNDER

An +Impact Design Fellow will temporarily join you or your team to support the ideation process and take appropriate next steps.



### EXPERT COACHING

Experienced social entrepreneurs and Ross faculty will help mentor you or your team during open office hours. [Meet the team.](#)



### ACCESS TO PERKS

You or your team will have access to online design tools, space\*, good snacks & coffee\* (\*during non-COVID)



### NETWORKING

Access a network of U-M alumni who can give you specific advice or open new doors for you.



### PROJECT FUNDING

You can receive up to \$1K for expenses related to prototyping or testing your idea.

## SKILLS YOU CAN ACQUIRE

- Prototyping
- Business Modeling
- Go to Market Strategy Development
- Impact Assessment
- Storytelling
- Business Development & Sales
- Seed Stage Fundraising

## WHO THIS IS FOR

The +Impact Studio Founders Program is for U-M students across all degree programs who are in the early stages of their impact-driven idea. You might have a change-the-world concept from a class, a co-curricular program, or on the back of a napkin. Or you could be actively working on an early prototype. If you're serious about taking steps to launch your idea within a community of innovators, this is the place for you.

For this spring/summer, the program will have an emphasis on ideas related to equity, education, health/wellness, small businesses and climate.

## DETAILS

- Dates of the program: **May 17 - Aug 13, 2021**
- Student eligibility: Open to all U-M students who are enrolled or who recently graduated. Student ventures should demonstrate a **commitment to making a significant, positive change** that addresses a pressing social and/or environmental challenge. The studio defines impact through the lens of the [United Nations Sustainable Development Goals](#) (UN SDGs), and aligns the Founders program portfolio with relevant SDGs.
- Students should expect **1-3 hours a week of organized studio time** outside of working on your idea. This may include cohort meetings, 1:1 coaching, additional meetings with +Impact Design Fellows, and workshops.



*This program has been the most impactful part of my graduate school education career. I can't say enough positive things about the program and the impact it's had — not only on me as a student but also the potential it has for the world in terms of advancing justice with my company, EQuity.*

**+Impact Design Founder,  
Justin Woods MBA/MSA '21**

# APPLY TODAY!