

DNEP +Impact Studio for Local Business

The Detroit Neighborhood Entrepreneurs Project +Impact Studio for Local Business (DNEP +ISLB) is an internship program for U-M students interested in applying their skills to help Detroit-based small business owners (re)grow their businesses. The +ISLB is a collaboration between U-M's Center on Finance, Law & Policy, the +Impact Studio at the Ross School of Business, and the following U-M schools: Ford School of Public Policy, Ross School of Business, Stamps School of Art & Design, School of Information, and the College of Engineering.

Qualifications

- U-M undergraduate student at the Ford School of Public Policy, Ross School of Business, Stamps School of Art & Design, School of Information, or College of Engineering.
- Currently in your sophomore or junior year.
- Resourceful, mature, intellectually curious, and empathetic.
- Able to communicate complex ideas effectively.
- Experience or expertise in one of the key areas described below is a plus.

Context

Local business owners know their business, but that doesn't mean they're experts at everything. Successful business owners don't do everything themselves. They find the right people with the proper skill set, which provides increased capacity and expertise to introduce strategies while navigating their existing business. Even without the financial pressures of an economic downturn, many would not have the financial resources to pay for advice or capacity on developing new business models.

The Detroit Neighborhood Entrepreneurs Project +Impact Studio for Local Business will help Detroit-based businesses achieve new revenue streams by helping business owners:

1. Select actionable strategies to retain current customers and/or attract new ones,
2. Identify discrete steps or processes (e.g. - launching a Instagram campaign, procuring packaging, updating the point of sale system, enabling new payment methods) that can be,
3. Implemented by specialized teams of interns.

What You'll Do

Interdisciplinary teams of interns will work 1:1 with a portfolio of Detroit-based small businesses to implement business systems that enable new revenue streams and/or attract new customers. Each team will specialize and build expertise in one of four key areas or disciplines, such as:

- **Brand ID** (e.g. Implement brand identities across all parts of their business to drive traffic to websites and increase engagement on social media platforms.)
- **Customer Retention Strategies** (e.g. identify which current customers are generating the most revenue and implement automated email strategies to increase the average revenue per customer.)
- **Packaging Design & Procurement** (e.g. develop the appropriate packaging, launch new product lines, or bundle together existing products to boost sales.)
- **Point of Sale Optimization** (e.g. Convert clients to a more affordable POS system and/ or implement added features (e.g. inventory) to save time and money.)

Over the summer you will build a set of consulting skills, and gain experience in developing solutions, business analysis, working with clients, communication and teamwork.

Who You'll Work With

- Teams of U-M students from across the university will work closely with and be supported by:
- Professor Chris Mueller, Stephen M Ross School of Business;
- Professor Jill Greene, Penny W Stamps School of Art & Design;
- Christie Baer, Asst. Director, Center on Finance, Law & Policy;
- Aaron Jackson, DNEP Program Manager; and
- U-M Undergraduate students.

Teams will also be advised by domain experts serving as technical advisors, including:

- McKinsey consultants from the Detroit office,
- Small business support staff in Detroit's small business/entrepreneurship support ecosystem; and,
- U-M alumni

You will develop client relationships with neighborhood-based small businesses in Detroit.

Application

Interested students should send a resume and short cover letter explaining their interest in working with Detroit small businesses to Aaron Jackson at awjack@umich.edu. If you have experience with, or interest in, one of the four specialties/key areas, please indicate that in your cover letter. The application deadline is Sunday, March 27, 2022. Interviews will be conducted from March 28, 2022 - April 2, 2022. The internship will run from May 4, 2022 - June 24, 2022.

This Is A Paid Internship

- Earn up to \$5400 (gross for eight weeks)
- Full time (can discuss part-time)
- M, W, F in Ann Arbor (@ +Impact Studio in Ross)
- T, Th Flexible location (Detroit, client visits, etc.)

“+ISLB was a shaping experience for me. As a design student, I got to work with brilliant interdisciplinary teams and learn first-hand from local businesses in Detroit. Week by week, I found myself developing communicative skills with inspiring businesses. My experience in +ISLB informed me how I could bring my skillset to the table and what businesses wanted from me as an artist.”

- William, 2021

“Anyone who is considering a career in consulting, or is interested in solving some of the most pressing issues of small businesses should seriously consider this internship.”

- Reid, 2020

“Working with the +Impact Studio this summer has been especially rewarding because I have been able to see a project grow from a seed of an idea to a flushed out final deliverable that really has the power to affect so many people positively.”

- Selena, 2020