

## **2023 Detroit Neighborhood Entrepreneurs Project Summer Internship: Impact Studio for Local Business Internship (+ISLB)**

The Center on Finance, Law & Policy at the University of Michigan's Ford School of Public Policy is seeking 15 interns for its summer internship program for the Detroit Neighborhood Entrepreneurs Project, known as [+Impact Studio for Local Business](#). This is a paid, full-time, in-person 10 week internship program that involves working in multidisciplinary teams to implement solutions for a portfolio of Detroit minority-owned businesses.

Interns will be assigned to teams who develop expertise in key service areas by implementing the recommendations of prior University of Michigan student teams in a client-professional relationship. Interns are supervised by faculty and staff with business, design, and legal backgrounds. In 2023, the menu of services will include:

- Attracting customers through a compelling brand identity by refining and implementing new branding guidelines into all parts of the business, including websites, social media, packaging, etc.
- Improving customer retention by analyzing data to identify customer lifetime value, and automating marketing systems accordingly;
- Saving clients time and money by optimizing Point of Sale Systems and other backend technology on e-commerce platforms

**Dates of internship:** May 9, 2023 - July 14, 2023 (off on July 3-4 for holiday weekend)

**Rate:** \$16/hour

**Educational Value:** Interns will also gain specialized technical skills based on the team they join. Interns will also build a set of consulting skills that are useful to multiple contexts, including working in multidisciplinary teams, cross-cultural communication, data analysis, client management, and the ability to rapidly pivot in response to changed circumstances or new data. This program offers extensive professional development training and the use of established anti-racism/community engagement strategies.

**Eligibility:** This position is open to current sophomores or juniors at the University of Michigan's Ford School of Public Policy, Ross School of Business, the Stamps School of Art & Design, or the College of Engineering. You must be able to work in-person at the Ross School of Business Monday-Friday.

### **What We're Looking For:**

We are seeking students who are resourceful, mature, hard-working, and empathetic. We are looking for interns who can communicate complex ideas effectively and respectfully, manage

their time well across multiple projects, and form trusting relationships with clients. Experience in one of the key areas described above is a plus. We plan to hire 5 Ross students; 4-5 Ford students, 3-4 Stamps students, and 1-2 Computer Science/Engineering students.

**Location:** Ross School of Business, +Impact Studio (with some site visits to Detroit to meet with clients; carpooling or mileage reimbursement is provided)

**Schedule:** Monday-Thursday 9-5; Fridays 9-1.

**Virtual option:** Sorry, not available. This fast-paced collaborative work is like playing soccer: everyone needs to be on the field.

**To Apply:** Please email a resume and cover letter explaining your interest and qualifications to [nicoloff@umich.edu](mailto:nicoloff@umich.edu). Letters should be addressed to program director Christie Baer. If you have experience in one of the services we offer, please indicate that in your cover letter. We are reviewing applications on a rolling basis.