Dear Partners in Innovation:

Today’s students aren’t just studying in classrooms, they’re out in the real world, solving real problems. That requires bold thinking, intense dedication, and – frankly – a lot of help along the way. That’s why we launched the Innovation in Action: Solutions to Real World Challenges competition (IIA): to “bring innovation and entrepreneurship to public health.”

Innovation in Action provides hands-on entrepreneurial coaching to University of Michigan students, who use these skills to develop innovations for improving the public’s health. Teams are trained in startup skills that aid idea development, from design thinking to prototyping to pitching. The competition culminates in a final pitch showcasing the teams’ innovations – solutions designed for a direct impact on the world.

Over the last 4 years:
- 100 teams completed the 5-month experience
- 18 U-M schools and colleges were represented.
- 8 new LLCs were formed.
- 1 patent application was filed.

Each year, the competition finale is dramatic, but the true benefits emerge during the period of creative collaboration that precedes it. Teams rise to the occasion, struggle, grow, and learn beyond expectation. Our students are developing exciting real-world solutions. That’s because IIA provided a safe environment where students could take risks without fear of judgment. Sometimes innovations fail – and that’s an important part of learning, too.

Innovation in Action is not the only social innovation and entrepreneurship competition at U-M and beyond, but it is unique. We are —

- **Transdisciplinary**, engaging students across U-M schools and colleges;
- **Immersive**, giving students five months to experience the peaks and valleys of innovation;
- **Educational**, providing ten learning modules taught by experts in fields varying from prototyping to pitching to patents. And . . .
- **Exciting!** The spirit of friendly but intense competition brings out the best in each team, inspiring them to reach new heights.

We invite you to join us in supporting this extraordinary program that inspires the best thinking, creativity and dedication of our students in a real-world setting to create real solutions to public health challenges. There are many levels of support, all of which allow you to be actively involved.

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Managing Director, Innovation and Social Entrepreneurship  
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innovationinaction.umich.edu
Our professionally led workshops are part of an experiential learning framework — modules. These modules provide students with content and structure while deepening each team’s hands-on experience. Learning modules build on each other as students develop skills such as team formation, team cohesion, leadership, prototype development, business planning, and idea pitching. This content is open source and available to the U-M community and beyond.

2017-2018 Modules:

Module 1: Design Thinking
Module 2: Ecosystem Mapping
Module 3: Putting people at the center of innovation
Module 4: Understanding the Problem
Module 5: How Might We...
Module 6: Telling a Meaningful Story & Team Dynamics
Module 7: Prototyping 101
Module 8: Exploring Business Models
Module 9: Startup Basics: Do I Need a Lawyer?
Module 10: Looking Back & Moving Forward
We invite you to sponsor Innovation in Action! IIA is a University of Michigan-wide experience for both graduate and undergraduate students. It is designed to immerse students in a safe, creative environment where they will learn the skills required to solve some of the world’s most complex public health challenges. Through your sponsorship, these students gain a chance to bring these solutions to market. Your investment will advance this trailblazing competition’s capacity to reach and teach U-M’s most innovative students.

Your sponsorship will finance the annual prize pool, cover the development of new learning modules, offset administrative costs, provide seed funding, and extend the competition’s impact by creating internships to give teams protected and funded time over the summer to develop their venture.

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<th>SPONSOR LEVEL</th>
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| Anchor Sponsor      | $50,000| All Ignition level benefits plus:  
  • Opportunity to name the IIA Final Showcase  
  • Top-tier logo on all materials [Michigan Daily advertisements, posters, postcards, learning modules, finals program [full page], website, and IIA student portal] |
| Ignition Sponsor    | $25,000| All Illumination level benefits plus:  
  • Opportunity to participate and mentor in a module  
  • Larger-tier logo on all materials [Michigan Daily advertisements, posters, postcards, learning modules, finals program [1/2 page], and website] |
| Illumination Sponsor| $15,000| All Innovation level benefits plus:  
  • Opportunity to be a judge at the Final Showcase  
  • Medium-tier logo on IIA materials [posters, postcards, finals program [1/4 page], and website] |
| Innovation Sponsor  | $10,000| All Spark level benefits plus  
  • Invitation to all competition events, including pre and post-showcase events  
  • Logo placement on IIA materials [finals program and website] |
| Spark Sponsor       | $5,000 |  
  • Invitation to the IIA Final Showcase event  
  • Logo placement on IIA website |
PARTNER WITH IIA!
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PARTICIPANT OUTCOMES:
A LOOK AT WHERE OUR PARTICIPANTS GO AFTER IIA:

- Software, Engineering & Design
- Business Analytics
- Consulting
- Entrepreneur
- Healthcare Professionals
- Research
- Other
- Higher Ed