



University of Minnesota
Office for Business & Community Economic
Development

**Management Assistance Program
(MAP)
for Small Businesses**

In partnership with:

Hubert H. Humphrey Institute of Public Affairs

Carlson School of Management

Twin Cities Campus Graduate Schools & Colleges

Management Assistance Program (MAP) for Small Businesses

- A unique program that provides development services and management assistance to small, women-, minority- and disabled-owned businesses to foster growth in our local economy and community.
- Accomplished by leveraging the assets and resources of the University to support the economic development and revitalization of urban communities.
- This program focuses on helping these businesses:
 - Build capacity
 - Enhance overall performance
 - Improve profitability and productivity
 - Develop new and efficient processes
 - Accomplish critical management and operational goals and objectives
- University of Minnesota graduate and professional students provide the technical assistance under the guidance of the BCED Program Manager.

Program Eligibility Criteria

Small Business Participants must ...

- Be a minority-, woman- or disabled-owned business
- Be located in the Twin Cities nine-county metropolitan area
- Be in business a minimum of three years
- Pay an administrative fee
- Sign a Services Agreement with the University of Minnesota
- Be willing to freely share data with students, including financial information if applicable
- Be willing to adjust your schedule to meet with and support the students throughout the project
- Respond promptly to the Program Manager and student's requests for information and documentation
- Be an overall active participant on the project team

The Process

- Projects are selected for both the Spring and Fall semesters
- Submit application by the posted deadlines
- Applications should be complete and include a detailed scope of work, goals and objectives and anticipated project deliverables
- Program Manager will inform you if your project is selected
- Project selection based on internal application review/selection process and availability of student resources
- Graduate and professional students are selected based on their expertise and skills set
- One or more students may be assigned to a particular project and projects should be completed by the end of the semester
- Students spend approximately 50 to 60 hours each on the projects
- A project work plan is required from the students at the start of the project and a final summary report and presentation is due at project completion
- Business representative and students fill out evaluation/feedback forms at the conclusion of the project

Project Categories May Include...

- Marketing Plan Development
- Business Plan Development
- Market Research & Analysis
- Communications
- IT/Technology Development
- Internet/Web Design
- Human Resource Management
- Operations Management
- Finance & Accounting
- Strategic Planning
- Feasibility Study
- Demography Studies
- Supply Chain Management
- Management Information Systems

For more information or to participate in the program, contact:

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