The Michigan Academy for the Development of Entrepreneurs (MADE) is a US-based non-profit organization whose aim is to develop entrepreneurs in emerging economies. MADE was founded by the William Davidson and Zell-Lurie Institutes at the University of Michigan and Poornatha Partnering Entrepreneurs LLP in Madurai, India. MADE provides Entrepreneurship Development Organizations (EDOs) in emerging economies a repeatable, scalable, transferable, and profitable service platform to develop entrepreneurs in their home countries.

The MADE entrepreneur development process centers around rigorous decision making while incorporating information about the company business model, external forces impacting that model, and even personal characteristics and business skills of the entrepreneur.

The MADE platform practically applies deep academic understanding of decision management, survey science, and the entrepreneurial method and therefore, empowers EDOs to help local entrepreneurs make strategic, evidence-based decisions that guide entrepreneur development, drive company value and foster community health.

Website: [https://madeentrepreneur.org/](https://madeentrepreneur.org/)

**PROJECT DESCRIPTION**

Since launching, MADE has solidified its business model and developed its first product, a tool designed for entrepreneurs to identify their biggest business challenges and opportunities. Poornatha, as an EDO associated with MADE, has offered its first comprehensive educational program culminating in completed business plans to be submitted by participants at the end of March. The next step within India is to begin to expand the Poornatha’s geographic reach through Tamil Nadu. Work has already begun on this but the goal of this specific project is to build on that work to develop a comprehensive approach and test it out.

**Project Objectives**

To be successful in this project, the intern must:

- Gain a solid understanding of MADE’s plan, its current offerings and its plan for the future
- Meet with various stakeholders of Poornatha – present and within Tamil Nadu and gather information about their capabilities and needs. To draft the possible roles of various stakeholders in the ecosystem.
- Develop specific recommendations on how to move forward.
Project Deliverables

The primary deliverable will be a written framework for how to onboard new partners and processes to engage them in a continuous way. Ideally, this will be based on piloting a version with one or two potential partners.

Final Presentation audience

The result of the internship will be presented to two key stakeholders: MADE’s Executive Director (Dr. Mike Pape) and MADE’s Board of Directors.

Deliverables to WDI

It will include, but not limited to:

- After completion of the internship, submit a brief write-up of his/her summer internship work and broad findings for publication on NextBillion or WDI website. The article will be submitted to the supervisor at the host organization for review and approval prior to publication.
- Upon return to campus in the Fall, the intern is expected to present his/her internship work to WDI researchers.
- Other deliverables to WDI will be discussed at the selected student’s Pre-Departure Orientation Session.

DESIRED QUALIFICATIONS/EXPERIENCE

Required qualifications:

- Passion for supporting entrepreneurship and economic development in emerging economies.
- Experience engaging stakeholders in one’s non-native culture using approaches that are both effective and culturally respectful.
- Exposure to fundamental principles underpinning Executive or Business Coaching.

Desired qualifications:

- Curriculum development experience. An ideal candidate would have prior experience as a Teacher or Corporate Learning & Development professional. However, candidates without this experience will be considered as long as they demonstrate a desire to learn curriculum development best practices through their research.
- Experience with Executive Coaching, either as a coach or recipient of the coaching.
- Experience working in emerging economies, especially Southern India.
- Ability to speak Tamil would be a benefit, but is certainly not required for this project, as most stakeholders will speak English.
- MBA student preferred

PROJECT SUPERVISORS

Paul Clyde - President of the William Davidson Institute

Paul Clyde is the president of WDI, the Tom Lantos Professor of Business Administration and the Movses and Maija Kaldjian Collegiate Lecturer of Business Economics and Public Policy at the University of Michigan’s Ross School of Business. Prior to joining WDI, he served as the academic director of the part-time MBA program at Michigan Ross and as an economist in the
Antitrust Division at the U.S. Department of Justice. While at the U.S. Department of Justice, he advised governments in Eastern Europe on competition policy, natural monopolies and securities markets, and spent one year in Slovakia advising the Czech and Slovak governments. Over the past 15 years, he has advised or directed more than 80 healthcare, education and finance projects in more than a dozen low- and middle-income countries. He has also worked with corporations ranging in size from small startups to large organizations such as Johnson & Johnson, Novo Nordisk and DTE Energy. He has published articles in economic and finance journals including The Journal of Finance, Managerial and Decision Economics and Economic Inquiry. Clyde received his doctorate degree in economics from the University of California, Los Angeles and his bachelor of business administration from Indiana University.

**Dr. Bharath Krishna - Chairman of Aparajitha Corporate Services Ltd; Founding Board Member of MADE**

Dr. Bharath Krishna Sankar, Chairman of Aparajitha Corporate Services Ltd, is a postgraduate in Commerce, a national gold medalist (topper in both Inter and Final) in Chartered Accountancy and an Associate of the Institute of Cost and Management Accountants of India. His doctoral thesis is on Determinants of entrepreneurship and its impact on MSME sector sustainability in Madurai district.

### INTERNSHIP LOCATION & LENGTH

*Internship primary location: Madurai, India.*

If the selected student’s Winter B term schedule permits, it is recommended that he/she joins the 2019 WDI MADE MAP meetings on campus.

**In-country project-related travel expectation:**
If deemed beneficial, the intern may also travel for approximately 1 week to Chennai, India to meet with relevant organizations. For example, the Coaching Foundation of India has an office in Chennai; it may be helpful to have an in-person meeting with this organization.

**Internship length: 12 weeks.**

### RESOURCES

**Resources provided by WDI**
WDI will provide the intern a $10,000 fellowship and up to $1,500 airfare reimbursement.

**Resources provided by MADE/Poornatha**
Strategic guidance and mentoring will be provided in-country.

In addition to guidance and mentoring, Poornatha will also provide accommodation at its guest house.

Language support: A translator will be hired to assist the intern when needed.