Our Mission

The Mack Institute fosters industry and academic communities to transform our innovation research into real-world impact.
We act as the hub of a global network linking scholars, industry leaders, and students.
New and Ongoing Programs

Researchers

- Research funding
- Program on Vehicle & Mobility Innovation
- Wharton Technology & Innovation Conference
- Mack Innovation Doctoral Association
- PhD conference
- Working Paper Series
- White Paper Series

Students

Corporate Partners

- Bi-annual industry conferences
- Focused theme workshops
- Partner roundtable events
- Emerging technology conferences
- Innovation competitions
- Student research fellowships
- Student initiative sponsorship
- Courses taught by faculty directors
- Mack Talks
- Shows on Sirius Radio 111
- Collaborative Innovation Program
- Online research archive
- Commercialization Workshop
- Research assistance
- Y-Prize Competition
MGMT 892: COLLABORATIVE INNOVATION PROGRAM
(Consulting Practicum; 1 cu; Philly and San Fran campuses)

HOW IT WORKS

- Mack Institute’s corporate partners propose a pressing innovation/strategy/management challenge that they are currently trying to address
- Student teams work with the sponsor in addressing the challenge and provide recommendations at the end of the course
- Semester-long project with 1 cu credit, guided by faculty
- Two classroom sessions will be held during the semester and teams will meet outside the classroom for the rest of the semester
- Team sizes range from 4 to 6 students and may comprise of students from across UPenn schools and programs *(Students are encouraged to apply in groups)*
- Teams meet weekly: check in meetings with the sponsor and faculty member on alternating weeks to monitor project progress
- Mid-term and end-term presentations will be done with the sponsor team
- Mack Institute will be available to oversee programming and ensure smooth running of the project

BENEFITS

- Opportunity to work hands-on with real life management challenges that corporations face
- Practical application of classroom concepts to help corporations navigate the challenges and opportunities posed by emerging technologies and markets
- Gain work experience in lieu of/in addition to an internship, and boost your resume
- Opportunity to work in the industry and function of your choice and interest, regardless of your background
- Opportunity to interact closely with senior management and gain visibility with the C-Suite of large organizations
CORPORATE PARTNERS AND REPRESENTED INDUSTRIES

INDUSTRIES REPRESENTED
- Technology
- CPG
- Electronics
- Healthcare
- Financial Services
- Automotive
- Telecommunications
- Manufacturing
- Education Technology
- Publishing
- Pharmaceuticals

SAMPLE LIST OF PAST PROJECTS
- New Growth Areas to serve the Connected Home Consumer
- Telematics and Big Data Strategy for the Connected Vehicle
- Non-Traditional Methods and Metrics of Brand Tracking and Brand Health
- B2B Digital Health Go-to-Market Strategy
- Digitizing Telco’s: Developing a Framework for a 5-10 Year Horizon
- Biomedical Big Data: Strategic Implications for Oncology
- Economic Models for a Platform Strategy in Financial Services
- New Growth Areas to Serve Gen Z Consumer Behavior
- Re-inventing Product Distribution for Millennials
- Developing a Go-to-Market Plan for a new Digital Private Equity Product
- Manufacturing Footprint Optimization: Regional Source of Supply
- Alternative Approaches to Growing Mature Brands
- Crowdsourcing for Open Innovation

For more details write to mackinstitute@wharton.upenn.edu or sign up here. For details of the program visit CIP webpage
PAST PARTICIPANTS, PROCESS, TIMELINE

- **PROGRAM REVIEW** (by current students)
  - Darshan Bhosale, SEAS’20
  - Samantha Brown, WG’20
  - Dominique Duhau, WG’20
  - Richard Rios, SEAS’20
  - Tyler Woods, WG’20
  - Nicolas Onie, WG’20

**NOTE:**

! This course will not appear in Coursematch!

**PROCESS AND TIMELINE**

- Mack Institute releases projects to students on **Wednesday, 11/20/19**
- Students submit resumes and three project choices in order of preference by midnight on **Monday, 12/2/19** (*Students are encouraged to apply in groups*)
- Mack Institute selects students by **Friday, 12/6/19**
- Students confirm their participation by **Thursday, 12/12/19**
- Mack Institute finalizes student enrollment between **Friday, 12/13/19** and **Tuesday, 1/14/20**

**GRADING**

- Process management **60%**:
  - Project content and progress **30%**
  - Project sponsor interaction **20%**
  - Team co-ordination and peer eval **20%**
- Project delivery **40%**:
  - Mid-point presentation **20%**
  - Final output **20%**
CIP PROJECT SELECTION TIMELINE

- **CIP Information Session to students**: 11/13
- **Sponsor projects are released to students**: 11/20
- **Project selection deadline for students**: 12/2
- **Student selection deadline for Mack Institute**: 12/6
- **Project confirmation deadline for students**: 12/9
- **Team confirmation and enrollment deadline for Mack Institute**: 1/14
- **Semester begins**: 1/15

**Team formation period**: Mack Institute selects students for projects, communicates the decision to students and requests them to confirm their participation.

**Project confirmation period**: Students decide whether to sign up for their assigned project and confirm their decision to the Mack Institute.

**Adjustment and enrollment period**: Mack Institute processes changes as exceptions, initiates enrollments with the MBAPO and WEMBA offices, and teams and project sponsors are revealed to students.

**Projects selection period**: Students submit a selection of projects and prioritize them in order of preference.

**NOTE**: This course has a no-drop policy, so the students’ decision confirming their participation will be final and binding.
**CIP COURSE TIMELINE**

- **Semester begins**: 1/15
- **First classroom session**: Between 1/15 and 1/22
- **Project kick-off and Scope meeting deadline**: 1/31
- **Project progresses**: Date: TBD
- **Office hours with the faculty**: Date: TBD

  - Scoping meetings with sponsor teams
  - Setting up project activities and timeline
  - Setting up check-ins and commitments
  - Signing NDAs

- **Project mid-point presentation deadline**: Date: TBD
- **Feedback conversations with faculty**: Date: TBD

  - Project progresses
  - Check-ins with project sponsor weekly/once in two weeks on project progress

- **Second classroom session**: Date: TBD
- **Second classroom session**: Date: TBD
- **Office hours with the faculty**: Date: TBD

  - Project progresses
  - Check-ins with project sponsor weekly/once in two weeks on project progress

- **Project final presentation deadline**: Date: TBD

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