Mack Institute for Innovation Management

The Wharton School
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

**Corporate Partners**
- Bi-annual industry conferences
- Focused theme workshops
- Partner roundtable events
- Emerging technology conferences
- Innovation competitions

**Students**
- Courses taught by faculty directors

**Students**
- Commercialization Workshop
- Research assistance
- Y-Prize Competition

**Students**
- Collaborative Innovation Program
- Online research archive

**Researchers**
- Mack Talks
- Shows on Sirius Radio 111
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 may 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

PROCESS AND TIMELINE

➢ Mack Institute releases projects to students on Monday, 7/20/20
➢ Students submit resumes and three project choices in order of preference by 11:59 p.m. on Monday, 8/10/20 (Students are encouraged to apply in groups)
➢ Mack Institute selects students by Wednesday, 8/12/20
➢ Students confirm their participation by Monday, 8/24/20
➢ Mack Institute finalizes student enrollment between Monday, 8/24/20 and Friday, 8/28/20 (registration for fall semester courses closes)

NOTE:

❗ This course will not appear in Coursematch!
❗ Once selected and confirmed you will be registered manually by the MGMT department

GRADING

➢ Project sponsor interaction 50%
  ➢ including communication, responsiveness, professionalism, rigor of analyses, meeting project objectives, and sponsor evaluation
➢ Team co-ordination and peer evaluation 20%
➢ Project delivery 20%
  ➢ Mid-point presentation and final output
➢ Process management 10%
  ➢ including project content and progress as well as consistency of progress
CIP PROJECT SELECTION TIMELINE

Sponsor projects are released to students
7/20

Project selection deadline for students
8/10

Student selection deadline for Mack Institute
8/12

Project confirmation deadline for students
8/24

Team confirmation and enrollment deadline for Mack Institute
8/28

Semester begins
9/1

Project selection period:
• Students submit a selection of the projects and prioritize them in order of preference

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

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

Adjustment and enrollment period:
• Mack Institute communicates date for the first class in East and West coast campuses

• Teams and project sponsors are revealed to students

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

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CIP COURSE TIMELINE

- **Semester begins**: 9/1
- **First classroom session**
  - Between 9/1 and 9/4
  - Scoping meetings with sponsor teams
  - Setting up project activities and timeline
  - Setting up check-ins and commitments
  - Signing NDAs
  - First faculty check-in by team
- **Project kick-off and Scope meeting deadline**: 9/14
  - Project progresses
  - Check-ins with project sponsor weekly/once in two weeks on project progress
  - Second faculty check-in by team
- **Project mid-point presentation deadline**: Date: TBD
  - Office hours and third faculty check-in with faculty by team
  - Feedback conversations with faculty
- **Second classroom session**
  - Date: TBD
  - Project progresses
  - Check-ins with project sponsor weekly/once in two weeks on project progress
  - Fourth faculty check-in by team
- **Project final presentation deadline**: Date: TBD
  - Office hours with the faculty

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