THE MICHIGAN ROSS DATATHON
April 12-13, 2018
Presented by the Center for Value Chain Innovation

In Partnership with
correlation::one
ABOUT DATATHONS

WHAT IS A DATATHON?

Datathons are a new type of live competition for business students with strong data science skills. Teams of students collaborate and compete to develop statistical analyses and predictive models around an interesting social or business problem.

The datathon concept was pioneered by Correlation One, a talent solutions technology company.

THE ROSS DATATHON

The Ross School of Business at Michigan recognizes that elite business students of the future will be more technically-oriented. Ross is leading a shift in academia towards a more data-driven business curriculum.

The Ross Datathon will be held on April 12-13, 2018.

BENEFITS OF SPONSORSHIP

Datathons give employers any opportunity to audition the best business / data talent and receive detailed analytics on each student.

Datathons help employers achieve a deeper level of student assessments than interviews or case studies. Datathons evaluate the best business students on a set of skills which matter the most for businesses now and in the future.
Analytics-Driven Managers

The value of data is growing exponentially. The need for quantitative talent is growing with it.

Ross School of Business prepares students to solve frontier industry challenges in data science and quantitative strategy.

Datathons create a unique opportunity to measure analytics skills of business students using a real-world data scenario.

**Creative Problem-Solving**
Datathons are purposefully open-ended to challenge students to think creatively and pursue interesting analytical questions.

**Data Methods and Insights**
Datathons place equal emphasis on the ability to perform data science methods and the capacity to clearly articulate data insights.

**Teamwork**
Datathons are a team sport. Students are required to assign leadership, delegate tasks, and coordinate under immense time pressure.
Datathon Pioneers

Correlation One has run 25 datathons across 4 countries

The Data Open Championship @ NYSE
(click to watch video)

IMPACTFUL PROBLEM STATEMENTS

Problem statements are crafted based on exciting social and business opportunities, such as smart city development, renewable energy, and human genome sequencing.

DATA SCIENCE ASSESSMENT

Correlation One also administers proprietary data science assessments to all participants, covering topics like Machine Learning, Statistics, Linear Modeling, and more.
Recruiting Insights

Unparalleled access and assessment for recruiting teams

Datathon Sponsors are invited to attend the team presentations, the award ceremony, and an exclusive networking reception.

**Judging and Winner Presentation**
Sponsors have the opportunity to network with students, to participate as a Ross Datathon judge, or even to present the grand prize.

**Performance Documents**
Ross Datathon Sponsors will receive documentation of student performance, including each team’s written submissions and video presentations.

**Data Science Assessment Scores**
Sponsors also receive access to student scores on Correlation One’s standardized data science assessment.
SPONSORSHIP TIERS

**Blue Package**
- Branding on all marketing materials (flyers, posters, etc.)
- Listed on Ross Datathon website
- Access to resume book including all Ross Datathon applicants
- 1 ticket to networking reception to meet student participants

**Maize Package**
- All benefits of Blue Sponsorship package
- 2 additional tickets to pre-event networking reception
- Access to student scores on Correlation One Data Skills Assessment
- Opportunity to participate in industry panel
- 3 Tickets to Ross Datathon student presentations
- 3 Tickets to Ross Datathon awards ceremony

**Victor Package**
- All benefits of Blue and Maize Sponsorship packages
- Opportunity to participate as an event judge
- Opportunity to sponsor and present a Ross Datathon prize
- Access to student written report submissions
- Access to videos of student presentations
- Prominent placement on all marketing materials (website & printed materials)

For further information, please contact
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