



MAP coined the term “Fall Forward” to encourage athletes to prepare for competitive industries with the same intentionality they use to prepare for their sport. MAP now refers to its theory of change as the “Fall Forward Plan” and defines its long-term goals through the lens of career, coaching, community, competition, and curriculum, implementing all 5 Cs into its 5-Star College Prep Program and Rising Stars Early Professional Program.

**CAREER****COACHING****COMMUNITY****COMPETITION****CURRICULUM****CAREER**

MAP provides introductory and on-going career support for athletes looking to enter one of five industries—consulting, finance, law, operations, or tech.

**COACHING**

MAP's college athletes and early professionals receive one-on-one coaching from 5-star professionals from competitive industries, both at the recruitment, internship, and early career level.

**COMMUNITY**

MAP's college athletes and early professionals have access to a powerful network of 2,500+ talented and dynamic professionals at leading companies in competitive industries.

**COMPETITION**

MAP's college athletes and early professionals compete in case competitions throughout the year that expose them to real-world business problems and require innovative thought leadership.

**CURRICULUM**

MAP's “Pre-Game” curriculum develops athletes' pre-professional skills by using sports tropes and references to transform their athletic experience into professional success.



*“Our athletes prepare for their athletic and post-playing careers with the same level of intensity and focus, enabling them to **fall forward** into successful careers.”*

– Amal Yamusah, MAP Founder