

COMPANY	REQUESTED SERVICES
<p>CLS PHARMACEUTICALS (www.clspharm.com) CLS Pharmaceuticals, Inc. develops new combinations and formulations of existing drugs to target unmet medical needs. The CLS approach starts with identifying unmet medical needs in our core areas of ophthalmics and topical preparations. CLS looks for known drug products that can be modified to target these areas. CLS uses the alphabet of approved drug substances to build simple, efficient solutions to clinical deficiencies.</p>	<p>Strategy * research potential investors * research competition * research potential business partners Ops * website enhancements / extensions</p>
<p>COLLEGEHOTLIST.COM (www.collegehotlist.com) CollegeHotList.com is an interactive, multi-faceted social networking experience tailored exclusively "for college students by college students." The site offers college students not only the ability to socialize and plan dates, but also to find out about special events happening at their colleges and local venues. Moreover, CollegeHotList.com's trademark rating system, culminating into "HotLists," allows college students to rate and comment on everything from the most popular profile photos, videos and products, to the most popular clubs, bars and local hangouts.</p>	
<p>ICONOLOGY (www.comixology.com) Iconology, Inc., is poised to transform the relationship between comic book readers, retailers, and publishers. The site allows enthusiasts to rate and discuss specific issues of comics, while also linking comic buyers to their local shop to preorder comics by title, character, writer, or artist.</p>	<p>Finance * budget development * research valuations of comparable firms * develop ROI model * refine financial synopsis for investor presentations Marketing * identify target markets' size and attributes * assist formation of brand and positioning strategies Strategy * develop sales plan * research competition * research potential business partners</p>
<p>PEER 2 PEER TUTORS (www.peer2peertutors.com) Students learn best from other students. Peer2Peer Tutors hires the best and brightest high-school juniors and seniors to tutor younger schoolmates for any elementary, middle, or high school subject.</p>	<p>Marketing * identify target markets' size and attributes * assist developing comprehensive market plan Ops / Admin * identify sources for new employees + HR strategies * determine insurance needs, collaborate with insurer(s) * website enhancements / extensions Strategy * research competition * research potential business partners</p>
<p>PROFITS FOR PEOPLE (www.profitsforpeople.org) Profits for People enables the rural poor to participate in the growing Indian economy by creating a portfolio of co-invested businesses. Under this innovative business model the rural poor contribute to a part of the venture's investment by obtaining microfinance loans and, in return, receive a share of the profits, in addition to salaries.</p>	<p>Finance * develop operating model * budget development * research potential investors Marketing * assist with focus groups for optimal marketing materials * assist formation of brand and positioning strategies Ops/Admin * evaluate optimal business formation (LLP vs. LLP, etc) * identify potential suppliers * website enhancements / extensions</p>
<p>VIDEO VOLUNTEERS (www.videovolunteers.org) Video Volunteers is a Global Social Media Network that works to accelerate social change and give a voice to the poor. Through establishing sustainable and low-cost Community Video Units, in which the disenfranchised produce and distribute their own video programs, we empower local communities to lead, connect and change, and then voice their issues to a global audience. With a five-year goal of establishing 50 Community Video Units and training over 300 Community Video Producers on three continents, Video Volunteers offers a vision to transform the global media landscape by enabling those who are currently excluded to be seen and heard around the world.</p>	<p>Finance * develop pro-forma financials * budget development * develop operating model * refine financial synopsis for investor presentations * research potential investors Marketing * identify target markets' size and attributes * develop initial brand strategy Operations * identify elements open to intellectual property protection * website enhancements / extensions</p>

PROGRAM TERMS
<ol style="list-style-type: none"> 1) Companies will utilize Advisors between 4 and 10 hours per week. It is strongly suggested that these limits be observed. 2) Companies familiar with the annual Stern academic calendar, including holidays, exam schedules and other commitments, in particular recruiting, and the demands this calendar may place on Advisors. 3) Companies agree to provide projects with clear deliverables and a timeframe to achieve them. They agree to check in on the Advisor on a regular, weekly basis to ensure they are on the correct path. Advisors agree to provide the deliverables as per the mutually agreed upon schedule. 4) Companies and Advisors will complete monthly reports, each of which will be made available to the Stern Incubator, the Company, and the Advisor, detailing the Advisor's involvement and project work, successes and/or concerns, areas for improvement, and suggestions for the betterment of the Program as a whole. 5) The Advisor recognizes that he or she may have access to confidential and proprietary information throughout the course of his or her engagement, and that the Company may ask the Advisor to sign Confidentiality and/or Non-Disclosure Agreements to protect its business ideas. 6) Companies will be flexible and understanding towards fluctuations in Advisor availability at different times during the year. The Company and Advisor will work together to accommodate frequently changing time demands on both sides of the relationship.

APPLICATION PROCESS
<ol style="list-style-type: none"> 1) Email ex@stern.nyu.edu. Attach your resume and indicate the company / functions in which you are interested. 2) Apply to more than one company if interested, although final assignments will see only one company per advisor. A multi-company application is recommended given these positions are often highly sought-after. 3) Companies will receive the applications and invite potential Advisors to meet / interview. The companies will make final decisions.