



Job Description  
**MBA Summer Business Development Intern 2024**  
Reporting to: Head of Sales, Americas

RELEASE DATE: 03.1.24

## **I. THE HELPMESEE MISSION**

HelpMeSee is a unique nonprofit organization; we are both a charity and a technology company. Our team brings passion and precision to the delivery of training excellence that is rapidly scalable. We're disrupting the way ophthalmologists and specialists conduct surgical training while increasing patient safety. One hundred million people have lives filled with unnecessary suffering, long days of darkness, and little hope. Surgery to restore sight, routine in much of the world, is inaccessible to them. Our goal is to train 30,000 new cataract specialists to address this public healthcare crisis. Are you ready to use your gifts and talents to restore sight for those in need?

Here, your career milestones will change the future of people in low- and middle-income countries who are living in darkness. And you'll change too. You'll be inspired, and you'll inspire people across the world, through an opportunity to change how people care for themselves and the ones they love. Amplify your impact. Join us and restore sight to those in need.

We are looking for a passionate and experienced MBA student to join the Global Business Development team and help lead the creation of business cases to determine where to set up our regional ophthalmic simulation-based training centers across the globe.

The Business Development Internship program provides each student with the opportunity to research communities across the globe:

- The typical summer term is 10 weeks.
- There may be an opportunity to extend the internship.
- The Internship will be a virtual/remote role, with opportunity to come into the SIMLab in Jersey City, NJ.
- Career mentorship is available.

## **II. VALUE STATEMENT**

The MBA Business Development intern will be tasked with a mixture of strategic planning, industry grant proposals, data analytics, and other marketing tactics.

## **III. PRIMARY ROLES/RESPONSIBILITIES**

The MBA Business Development intern will work with Head of Sales on 2-4 of the following business development projects:

1. **Customer Outcome Reporting System** – development of a system for recording and measuring new lease client metrics: number of trainees, tracking tech calls/issues, revenues, surrounding market size, feedback, trainee reports, hours of paid remote training, training hours/trainee and other metrics. Based



on buyers, training results, and outcomes refine the prospect 'target list' (ideal training program size, goals, partnership potential...). Recommend key target customers in US and X-US markets for 2025-28.

2. **Pharmaceutical & Device Manufacturer Grant Website/Proposal Landscape Analysis** – create a spreadsheet of pharmaceutical and device manufacturer grant funding sites, criteria, processes, deadlines, funding priorities, historic amounts/projects and key points of contact. Help develop templated proposals based on various corporate sponsorship and education grant concepts – on-site weekend courses, off-site regional events, NGO collaborations and more. Work closely with HMS' Director of Grants, Head of Sales and Marketing teams. Work to tailor proposals to each companies' therapeutic focus, and conduct financial modeling to support ROI for all parties. Recommend top companies and funding requests for 2025. Complete at least 3 submissions by end of summer.
3. **HMS SimLab Online Portal System for Scheduling Courses** – work with TechOps team to design a webpage enabling interested prospects to view available calendar dates for SimLab courses (phacoemulsification, MSICS, suturing and complications). Enable date requests, requirements to confirm dates, pricing quote process and additional notifications (information to be sent/shared) and backend support.
4. **Research Proposal Design** – HelpMeSee has trainees training around the world with partners, however, surgical outcomes improvement data is lacking today. Work with internal clinical team to design an elegantly simple subjective, prospective research project that partners (and their trainees) could participate in derived from the Ophthalmology Residency Program Competence Survey data (2009-2018) published 2020 by AAO. Goal: leverage de-identified HMS' training report (baseline/completion) data coupled with an anonymous program director and trainee survey that mirrors information gathered in the 2020 survey but answers the questions around "how much competence, confidence and skill were improved after an average 5-day training on the HMS simulator (instructor-led)". Work with AAO PD survey authors to potentially publish this paper to demonstrate how HMS' unique instructor-led simulation programs maybe optimized to improve training program outcomes.
5. **Hospital Capital Equipment Investment Analysis and Cost Model Proposal** – Understand how hospital finance departments conduct their capital equipment investment analyses and decisions. Propose how HMS can align and where our 'gaps' are when presenting to Hospital CFOs. Develop a model for use with hospital system finance executives where future aggregate trainee proficiency reporting data maybe populated to run ROI analysis and predict potential error rate avoidance (based on current published error rates for cataract surgeons). Model may be used with insurance carriers to offer discounts to surgeons who attend training at a nearby training facility.
6. **HelpMeSee Fund Raising Partnership Proposal** – First, conduct customer market research to gauge interest, bandwidth, guardrails and watchouts around teaming up with hospitals and health systems on joint fundraising efforts. Is it possible? What conditions/terms/splits would be considered? How much could we expect to raise? Then, work with sales to put together a plan for US-based partners and non-US based partners. Recommend 2-4 test sites and help create a fund-raising pitch deck for HMS Platinum plan partners. Participate/record pitch results with CEO and Head of Sales.

*The duties and responsibilities of this position may be altered or changed by the Company at any time, in order to best serve the Company's goals, interests and needs.*

*Please apply via [12twenty.com](https://www.12twenty.com) Stern Recruitment system.*