

Spring 2020 Stern Signature Projects			
Project Title	Project Description	Desired Qualifications	Mandatory Dates
<b>Marron Institute: Ecuador Economic Revitalization Plan</b>	<p>Portoviejo is the capital city of the Manabi province in Ecuador. They are well known for their cuisine but recently they became the center of National Policies due to the damage suffered from the 2016 earthquake. This earthquake heavily disrupted the city economic and social dynamics.</p> <p>The municipality is currently undergoing an ambitious plan for rebuilding its downtown, but it is worried about the economic activity in the area. After the earthquake, many businesses and offices relocated to the outskirts of the city and the city center is no longer a vibrant place.</p> <p>With this in mind, Portoviejo local authorities reached out to seek support in the development of an economic revitalization plan for Portoviejo's city center. This plan should detail a strategy and provide guidelines to successfully spur the economic activity in the area. Specifically, it should assess current needs and focus on incentives to bring business to the city center and attract potential investors. This plan should also take into account the effect that the urban renewal plan has had on the decrease of plot vacancy rates and the increase in betterment tax collection.</p>	<p>Statistics, financial and economics background, disaster management, renewal, entrepreneurship, interest in public spaces and cities. Plus: basic Spanish.</p>	<p>Students are required to travel to Portoviejo, Ecuador during Spring Break (week of March 15th, 2020)</p> <p>Tuesdays: 6-9pm</p>
<b>Coffee Industry: Nepal</b>	<p>Despite being regarded as high quality specialty Arabica coffee, Nepali coffee is still not able to mark its presence in international market. The objective of this project is to help the coffee SMEs to create a good brand based on the story associated with their coffee. The story is supposed to be created under key sustainability dimension related to economic development, environment consideration and socio-cultural aspects of Nepali coffee.</p> <p>These stories can be used as a marketing tools as well as means of creating a good brand image in the eyes of international consumers.</p> <p>Students are expected to use their academic knowledge on branding, marketing and advertising to create such stories for the SMEs</p>	<p>Students from branding and marketing backgrounds, preferably who have working knowledge of specialty coffee. Enjoy drinking coffee and are willing to contribute in its value chain.</p>	<p>Project Kickoff: December 12th, 9am-5pm</p> <p>Students are required to travel to Nepal the week of January 19th or January 26th (exact dates TBD)</p> <p>Tuesdays: 6-9pm</p>

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<b>Sustainability and SMEs: New Zealand</b>	<p>Business.govt.nz is an operation team within the Ministry of Business Innovation and Employment (MBIE). MBIE's objective is to grow New Zealand for all. It is comprised of economic analyst, researchers, policy and operational teams.</p> <p>Business.govt.nz has worked to enable SMEs to do business better, achieve more productivity, and comply more easily. This project focuses on understanding and will conclude with suggestions of supporting.</p> <p>Considering SMEs in New Zealand, review the landscape factors (e.g. policies) that might influence sustainability at a firm level. Then, using national data, identify business groups (e.g. industries and regions) that 1) have the most to gain and, 2) will be most affected by the changing landscape in New Zealand. Proceed with interviewing business owners in the identified groups to understand barriers to, and areas of interest in, adoption of sustainable practices. Conclude by summarizing relevant literature on business practices that would be suitable for the identified business groups considering their barriers and motivations.</p>	Detail oriented, project planning, knowledge of research techniques.	<p>Students are required to travel to New Zealand during Spring Break (week of March 15th, 2020)</p> <p>Tuesdays: 6-9pm</p>
<b>NYU Production Lab</b>	<p>Each year, various university departments, schools, and institutes put together promotional videos and pay commercial entities (such as Pond5 and AudioJungle) for music licenses while many emerging NYU composers and musicians are simultaneously trying to commercialize their music.</p> <p>The NYU Production Lab, a creative content incubator and experiential learning hub, is exploring the potential of creating its own NYU-student-centric music library that allows NYU departments (and potentially commercial entities) to purchase music licenses directly from NYU's creative community. The Production Lab is seeking an SSP team to evaluate the viability of such an endeavor.</p> <p>The Production Lab is seeking the answers to two key questions: 1) Is there a real need for this product at NYU? 2) Can this product be competitive with existing market options and generate revenue for NYU student composers AND the Production Lab?</p>	Experience in music and/or music licensing, strategy/consulting, law and/or marketing	Tuesdays 6-9pm
<b>Center for Business &amp; Human Rights</b>	<p>Content moderation—the act of distinguishing between permissible text and images versus material that ought to be excluded—is core to the social media business model. Without it, users would encounter far more objectionable material and likely pull back from the platform in question. Advertisers, whose payments are the lifeblood of the social media industry, would doubtless follow. Understanding content moderation, therefore, is vital to understanding platform self-governance and the very nature of the social media business.</p> <p>CBHR is proposing a research project culminating in a substantial report examining content moderation as it's currently practiced by Facebook, Twitter, and YouTube (which is owned by Google). CBHR aims to produce the definitive empirical description of how content moderation works, an evaluation of its strengths and weaknesses, and a set of practical recommendations for its improvement.</p>	Familiarity with the social media industry, an understanding of U.S. corporate practices, and general purpose research skills.	Tuesdays 6-9pm

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<b>Marron Institute: Affordable Housing</b>	<p>Cities around the world are struggling to accommodate new residents and provide affordable housing for existing residents. Many of the problems cities face are rooted in outdated or overly burdensome regulations. These regulations require overconsumption of housing, leading to higher sticker prices. They also prevent or slow the construction of new housing, causing unit price increases.</p> <p>This project would consist of a two-part study of housing markets and regulation in one of three American cities – either Minneapolis, New York, or Portland, Oregon.</p> <p>The first part of the study will be conducted by the proposed Stern Signature Project. It will consist of a business process improvement study that traces the construction of a housing unit from the acquisition of land to the rental of units. The intention of this study is to map the stages of the process, to identify the influence of regulations at each stage on the number and type of residential units that can be constructed, and also to measure the amount of time taken by each stage. This is going to require interviewing developers and city planning officials and organizing this data.</p> <p>The second part of the study, which should occur in a future Stern Signature Project, is assessing the residential housing market in terms of the type and number of units that are available, the price of those units, and their amenities. This is intended to give a basic sense of the current state of the housing stock.</p>	<p>Personal skills and interview skills, data management skills, familiarity with urban government structures, economics background.</p>	<p>Tuesdays 6-9pm</p>
<b>Marron Institute: Ethiopia Industrial development for rural prosperity</b>	<p>The Urbanization Project has been engaged in Ethiopia for six years. This engagement mainly consists of aiding rapidly growing Ethiopian cities in preparing for urban expansion. This aid supports the preparation of arterial road grids and a plan for public open spaces and environmental protection.</p> <p>The urbanization project was recently contacted by the CEO of the Southern Nations Industrial Parks Corporation with an a request to assist them in developing urban expansion plans in areas that are adjacent to industrial parks. These plans would be intended to provide land for worker housing, and also to provide space for the expansion of local industries that do not require the package of services offered in the industry parks.</p> <p>The request now includes the development of marketing strategies and business plans for the nascent agro-industrial cluster that is under development. This will involve identifying market opportunities and target consumers, visiting the area under development and speaking with plant managers, identifying barriers to access such as tariffs and sanitary restrictions, and developing a plan for the growth of the sector.</p>	<p>Statistics, financial and economics background, marketing, entrepreneurship.</p>	<p>Project Kickoff: December 12th, 9am-5pm</p> <p>Students are required to travel to Ethiopia the week of January 26th (exact dates TBD)</p> <p>Tuesdays: 6-9pm</p>

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<b>Global Consulting: Israel</b>	<p>Students will work with a team of MBA students at IDC in Israel to consult for an Israeli company for the semester. The final client commitment is still pending. Regardless of the client, you will gain experience in developing go-to-market strategies, optimizing financial processes, and business development, including finding strategic partners.</p> <p>Past projects have included: recommending new products for a computer storage company, blockchain strategy for a major Israeli bank, and international expansion for a major Israeli enterprise.</p>	Ability to work across cultures	<p>Project Kickoff: December 12th, 9am-5pm</p> <p>Students are required to travel to Herzilya, Israel the week of January 19th or January 26th (exact dates TBD)</p>
<b>NYU Stern Center for Sustainable Business</b>	<p>Rich Products Corporation is a \$4B private, family-owned global food business, specializing in bakery and frozen foods and headquartered in Buffalo, NY. While a majority of our business is B2B, they also own some iconic consumer brands, such as Carvel ice cream cakes and SeaPak seafood.</p> <p>The intent of the project is to leverage the materiality assessment outcomes and to determine monetary values for the intangible and tangible benefits of the identified priorities, using the Stern Center for Sustainable Business' (Stern CSB) Return on Sustainability Investment (ROSI™) framework for monetizing sustainability.</p> <p>RPC hopes to assess which ROSI models are best to apply as the models for risk management, operational efficiency, commodity supply chains and talent attraction can all apply to Rich Products. The ultimate goal is to show sustainability value across the multiple functions of the business</p>	<p>Ability to navigate a financial spreadsheet like a pro</p> <p>Healthy dose of creativity that is reconciled with rationality</p> <p>Passion for social impact</p> <p>Prior experience in food or CPG company is a bonus.</p>	Tuesdays 6-9pm