

----- Original Message -----

Subject: Re: Intro to Aaron XXXXX
From: "Aaron XXXXX" <aaronXXXXX@gmail.com>
Date: Thu, February 20, 2014 6:18 pm
To: [XXXXXX]

see my responses in caps

On Thu, Feb 20, 2014 at 6:12 PM, <XXXXXX > wrote:

> Awesome. Thanks.

>

> Will send you email in about an hour. Once we get that done, will get a
> brief call set up within a few days. Again, call should be able to be
> very brief.

>

> A few questions:

>

> #1 I can't find it in my notes, but I wanted to highlight where you got to
> go ring the opening bell for the nasdaq. that was cool. which co was that
> ?

> NEOSTEM (TICKER: NBS)

>

> #2 In addition to article writing, what types of services can you provide
> to companies ? you mentioned modelling skills etc ?

>

> FAIRNESS OPINIONS

DISCOUNTED CASH FLOW MODELS

FULL VALUATION ASSESSMENT

MARKET MODELING (INCIDENCE, PREVALENCE, PRICING,
REIMBURSEMENT)

PRIMARY AND SECONDARY DILIGENCE (WITH PHYSICIANS, PANELS, ETC)

MARKET ASSESSMENTS (TRADITIONAL)

LICENSING & ACQUISITION SCREENING

MERGER & ACQUISITION ADVISORY

IMS DATA ANALYSIS (DIRECT ACCESS HERE)

>

> You have mentioned a type of consulting model where you would be paid by
> the month (rather than by the article) and would be able to select among a
> number of companies about which to write.

- >
- > #3: how has this worked in the past ? Obviously we would want to know
- > that there was a high likelihood of getting an adequate number and quality
- > of articles and that we weren't just writing checks for nothing. On the
- > other hand, is there a target amount per article that you need to see in
- > order to make it worth your while ?
- >

MONTHLY RETAINER PAID EACH MONTH. \$5K TARGET, 4-5 ARTICLES A MONTH, GIVE OR TAKE. OTHER SERVICES A LA CARTE PRICING (NOT INCLUDED IN RETAINER)

- >
- > #4: In the past, how long have these engagements been for ? Are we
- > talking 4 weeks ? 4 months ? 1 year ? etc ?
- >

ONGOING... FOR ABOUT A YEAR SO FAR

- >
- > #5: Do you typically require a "success bonus" for stocks which move quite
- > a lot ?
- >

NOT REQUIRED

- >
- > #6: Can you give a couple examples of things you worked on that went quite
- > well, along with why you think it was the case ? What about ones that did
- > not work so well ?
- >

CAN DISCUSS ON THE PHONE

- >
- > #7: Will this be an exclusive agreement with us ? Or will you continue
- > working with others ? What should our expectations be ?
- >

NON EXCLUSIVE - IF YOU WANT EXCLUSIVE CAN DISCUSS WHAT THAT WOULD LOOK LIKE

- >
- > Thanks for those thoughts. Might still have a few others.
- >

- > If there is anything else you feel it would be good to consider, please
- > feel free to add accordingly. I will forward this (and cc you) and we can
- > get ball rolling.
- >
- > Thanks !
- >
- > Talk to you soon !
- >
- >
- >