



PROJECT
DESTINED

RETAIL REAL ESTATE BRIDGE PROGRAM

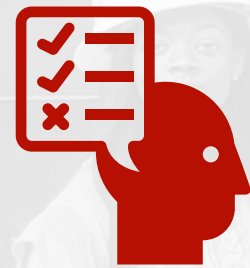


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PROJECT DESTINED OVERVIEW



Work Based Learning Platform providing 45+ hours of real estate based training

Multi-week programming provides introduction to real estate and continuing education courses on topics including Financial Modeling, Retail Real Estate, Development and Affordable Housing.



Access Large Pool of Diverse Talent

Sponsors gain access to 5,000+ diverse alumni from 350+ universities all with 45+ hours of real estate training. Each year, over 2,000 new students join our community through our various programs.



Customizable Talent Acquisition Tools

Programming sponsored by 250+ Corporate Partners who have the opportunity to leverage the **Project Destined Community Platform** and **Customized Email Campaigns** to market to Early Career Talent year round.

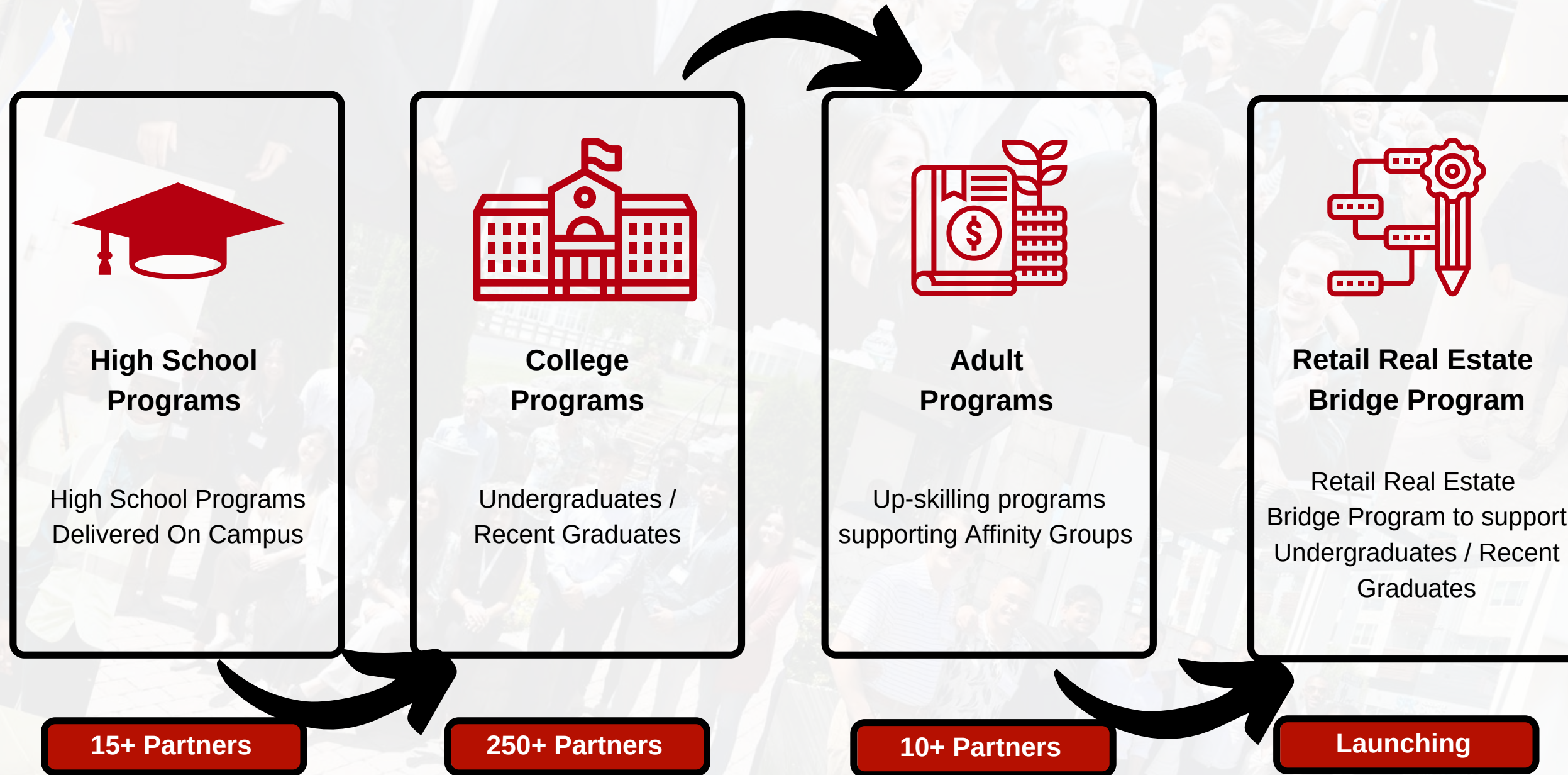
250+ CORPORATE PARTNERSHIPS



GLOBAL TALENT PIPELINE: 350+ UNIVERSITIES



OUR PROGRAMS



RETAIL REAL ESTATE BRIDGE PROGRAM



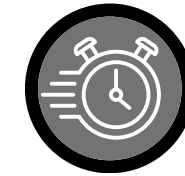
Expose Early Talent to Retail Real Estate Career Opportunities

8-week program introducing students to Retail Real Estate Early Career opportunities.



Access Large Pool of Diverse Talent

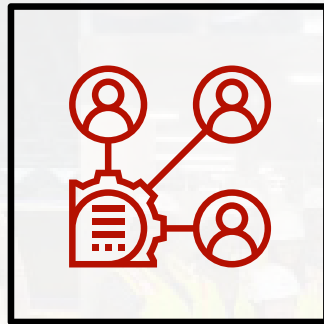
Sponsors gain access to **5,000+** diverse alumni from **350+ universities** with 45+ hours of real estate training.



Limited Sponsor Time Commitment

Sponsor participants join panels for **60-minute Q&A sessions** moderated by Project Destined.

PROGRAM ACTIVITIES



Sponsor Kickoff

Interview with retail real estate leader(s) to kick-off the program

Week 1

60 minutes
(Virtual)



Retail Real Estate 101: Market Strategy

Explore retail real estate fundamentals including market & customer analysis

Week 2

60 minutes
(Virtual)



Retail Real Estate 101: Dealmaking

Introduce dealmaking process, players and tools including proforma and financial modeling

Week 3

60 minutes
(Virtual)



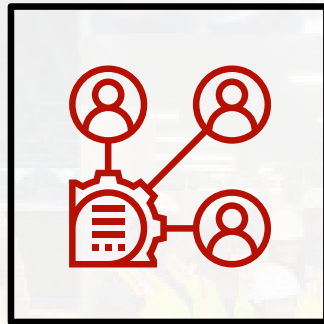
Career Opportunities: Transactions

Introduce retail early career paths including tenant representation / brokerage, leasing and acquisitions

Week 4

60 minutes
(Virtual)

PROGRAM ACTIVITIES



Career Opportunities: Operations

Introduce retail early career paths including tenant coordination, property management, construction management, asset management and marketing

Week 5

60 minutes
(Virtual)

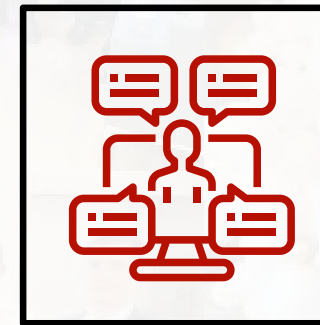


Student Site Visits to Sponsor Assets

Students tour select sponsor assets

Week 6

Full Day
(In-person)



Land & Building

Explore partnership between retail real estate developers/owners, contractors and users including roles, goals and metrics for success.

Week 7

60 minutes
(Virtual)



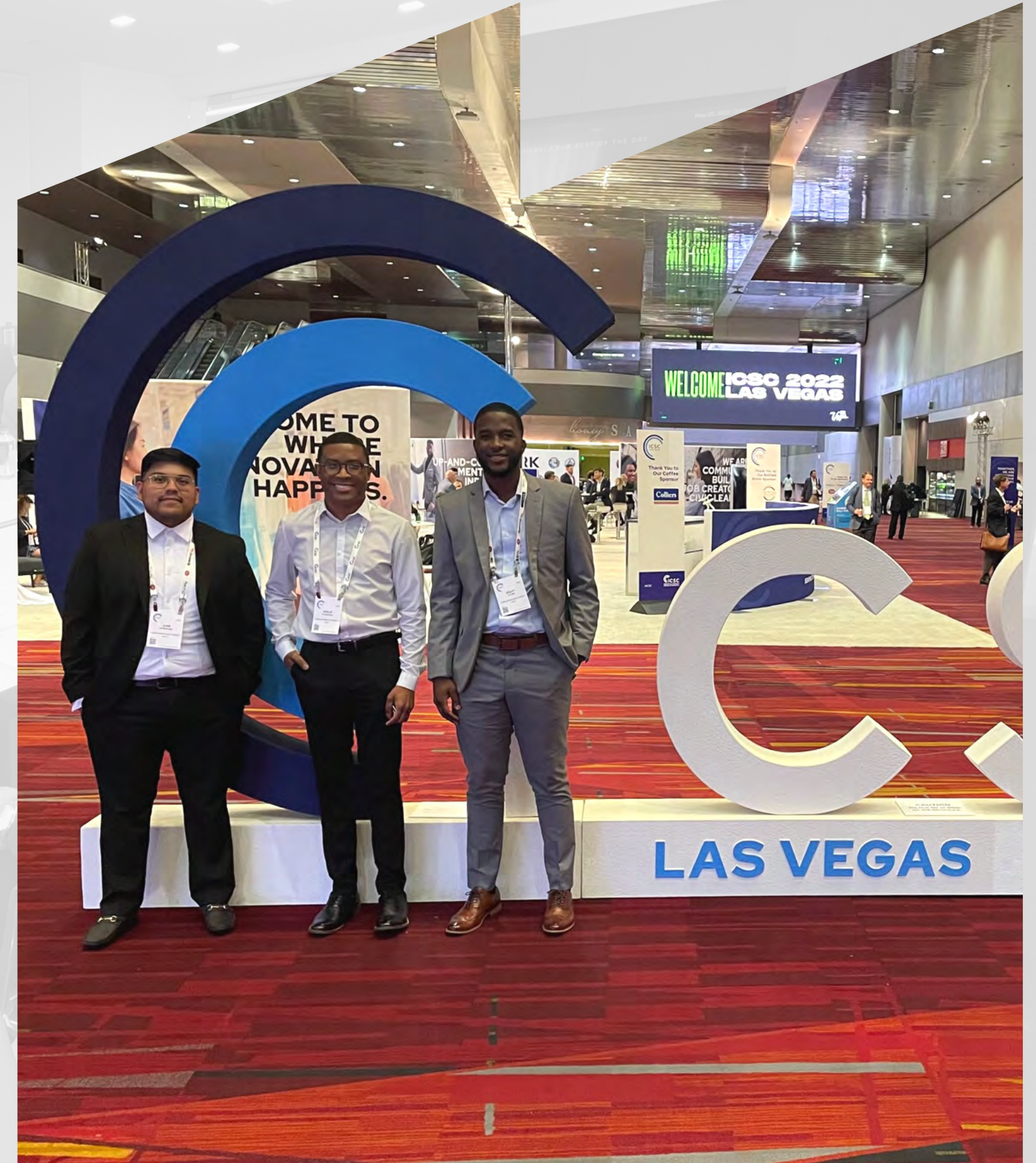
Constructing the Deal

Introduce retail real estate deal structure including the role of owners, users and facilitators

Week 8

60 minutes
(Virtual)

RETAIL REAL ESTATE BRIDGE PROGRAM: BENEFITS



SPONSOR & STUDENT BENEFITS

SPONSOR

- ✓ 2 ICSC Social Media Posts (one individual post, one group post)
- ✓ Feature article about program and sponsor companies in ICSC C+CT, ICSC's on-line newsletter
- ✓ Recognition at Foundation hosted activities at ICSC LAS VEGAS (including student reception, case competition, scholarship breakfast, student luncheon, Foundation reception)
- ✓ Recognition as Foundation Donor on website
- ✓ Recognition as DEI Advocate during ICSC LAS VEGAS Diversity Reception
- ✓ Listed in press release, inclusion in all-member announcement and letter from ICSC CEO to ICSC Trustees
- ✓ Access to Project Destined Talent Acquisition Tools including Community Platform and Customized Email Campaigns for up to 1 year

STUDENT

- ✓ Complimentary ICSC student membership (including access to member database, industry research, webinars, discounted registration to dealmaking events and professional development)
- ✓ Complimentary registration to one ICSC conference
- ✓ Access to the ICSC Foundation's wide array of student resources/trainings including mentorship, ARGUS training and other special student programs
- ✓ Access to ICSC Foundation scholarships ranging from \$5,000 to \$10,000 plus an all-expense paid trip to ICSC LAS VEGAS
- ✓ Program participants will earn a \$1,000 scholarship including site visit stipend
- ✓ Access to Early Career Opportunities through the Project Destined Community Platform and Email Campaigns

PROJECT DESTINED & ICSC VS. SPONSOR RESPONSIBILITIES

PROJECT DESTINED & ICSC

- ✓ Program Curriculum Design
- ✓ Program Delivery including Follow-On Technical Courses (eg Financial Modeling)
- ✓ Program Marketing including Design of Materials
- ✓ Student Recruiting Including Management of Academic Relationships
- ✓ Student Tracking and Leveraging Project Destined Community Platform
- ✓ Recruiting for Career Opportunities at Sponsor Firms (Leveraging Community Platform and Email Campaigns) for up to 1 Year

SPONSOR

- ✓ Participation or Recommendation of Speakers (structured as weekly 60-minute Executive Speaker Series with pre-approved questions)
- ✓ Host Site Visit Tour for Sponsored Students
- ✓ Discussion of HR and Talent Requirements for student recruitment and customized email campaigns



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DESTINED

THANK YOU!

