



BRIESEED

**Clinical Marketing
and Strategy
MBA Intern
JOB LISTING**

Briteseed, LLC

4611 N. Lincoln Ave.
Chicago, IL 60611

Company Point of Contact
Jonathan Gunn
CEO
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Briteseed is an advanced surgical technology company committed to detecting critical tissue types during minimally invasive procedures. Our team is currently developing a platform technology that integrates sensors into minimally invasive surgical tools, including laparoscopic and robotic instruments.

In the near future, a surgeon using our Smart Surgical Tools will be alerted in real time when nerves, ureters, blood vessels and other tissue types are being approached. This will help surgeons strategically cut or avoid tissues.

Briteseed has raised over \$11M to-date, received support from the NIH, NSF, and a major medical device manufacturer. The company has venture investment from the Texas Medical Center Venture Fund.

Job Description

The Clinical and Marketing Strategy MBA Intern will interface with Briteseed leadership, engineers, partners and future customers help define the value of Briteseed's novel spinal surgical technology through market research, clinical literature searches, and stakeholder interviews.

Responsibilities will include:

- Review and assess clinical use cases and segment surgical procedures to position Briteseed's Smart novel orthopedic-specific technology
- Evaluate market potential of new application(s) of the technology within specific surgical tools (e.g. Kerrison rongeurs, bipolar cautery) and surgical subspecialties (e.g. Spine, General orthopedics, Oncology, etc.)
- Perform competitive analysis of corporate strategics and other startups to:
 - Position Briteseed for commercial success, and
 - Identify identify potential areas for partnerships and/or exit opportunities.
- Perform market research to identify industry trends and evaluate new business models including:
 - digital technology portfolio built on artificial intelligence capabilities, and
 - service-based business models.

Skills & Expertise

- A background in economics, engineering, consulting, marketing or a relevant field
- Bachelor's degree and 2+ years of relevant work experience
- Strong academic performance
- Good verbal and written communication skills
- Demonstrates excellent skills in organization, team dynamics, effective communication and prioritization of tasks
- Authorized to work in the United States