

PERFORMANCE BASED CONTRACT GUIDELINES

1. WHAT IS THE PURPOSE OF THE SERVICE?

(Describe in detail any services to be provided or materials to be purchased)

DMG Partners & Associates is contracted and responsible for the coordination/execution of an after school 'Junior Incubation' program. The program will utilize the service and mentorship of community partners, brands, businesses, and corporations identified as a progressive industry in today's landscape.

2. AMOUNT OF SERVICE

(Set forth all quantities and/or amounts of time required to be devoted to the contract and describe where services are to be provided as specified in Schedule "B")

The program is slated to start in January and continue into the final months of the school year.

- 17 weeks @ 85 days plus 1 Saturday Event

3. WHO IS SERVED?

(Describe whether services are to be provided directly to students, to staff, etc.)

Approximately 500 students will be served. Divided into 3 schools. Each school will have the principal, or assistant principal, teacher, an admin, and a security guard.

4. WHO WILL PROVIDE SERVICES?

(If individual providers are contemplated, set forth the names and qualifications of the service providers)

The teachers and admin will be trained in the Virtual Enterprise curriculum and will be responsible for administering the instruction for the 3 hours after school.

5. WHAT WILL BE COMMUNICATED TO DISTRICT PERSONNEL, PARENTS, OTHERS ABOUT PROGRESS AND RESULTS OF THE SERVICES?

(How specifically will the contractor report to the School District (or parents, if applicable) about their progress towards achieving the goals of the contract?)

Working with the principals, teachers, and district; we (DMG) will establish milestones and key performance indicators (KPI) to demonstrate success. We can do this via presentations, business plan competitions, projects (Virtual City), etc.

6. HOW WILL THE QUALITY BE JUDGED?

(Set forth the method which will be used to evaluate contractor's performance)

The program's success will be transparent. We will also have effective reporting via a contracted agency specializing in compliance. Surveys will be administered for both all involved, students, admins, teachers, etc.

7. PERSONS RESPONSIBLE FOR ADMINISTERING THE CONTRACT.

(There must be a single Board administrative employee identified as the person responsible. This person will also be responsible for signing off on contract payments)

CONTRACTOR'S NAME, ADDRESS & CONTACT INFORMATION

CONTRACTOR'S FEDERAL IDENTIFICATION NUMBER

CONTRACTOR'S STATUS (e.g., corporation, individual, unincorporated, etc. and where)

Contractor:

Ray Wilcox

DMG Partners & Associates EIN: 82-3347884 Corporation

60 Truman Avenue

Yonkers, New York 10703

ray@defiantmediagroup.com

917-549-8579

YPS:

Tanya A. Long, ABD

Department of Teaching and Learning

914.376.8183

tlong@yonkerspublicschools.org

8. ARE THE SERVICES PURSUANT TO A GRANT AGREEMENT? IF YES, WHAT IS THE GRANT AND WHAT ARE THE GRANT REQUIREMENTS RELATED TO THIS AGREEMENT?

N/A. Grant contracted prior to rendering of services.

9. WILL THE CONTRACTOR BE RECEIVING ANY STUDENT DATA OR OTHER DATA FROM YONKERS PUBLIC SCHOOLS? IF YES, PLEASE DESCRIBE. IF STUDENT DATA IS BEING SHARED, PLEASE PROCEED TO QUESTION 10 BELOW.

N/A. DMG will NOT collect any student data for private use. We have no interest or need for it.

10. WILL THE STUDENT DATA BE USED FOR THE PURPOSE OF DEVELOPING, VALIDATING, ADMINISTERING STUDENT AID PROGRAMS, OR IMPROVING INSTRUCTION? IF YES, PLEASE SPECIFICALLY DESCRIBE.

N/A. Our surveys and reporting will influence any decisions for improvement or instruction.