

## SUMMER 2011 GRADUATE INTERNSHIP OPPORTUNITIES

These positions are funded by the Center for Entrepreneurship through the Thomas L Wheeler Internship Program. Hired interns will become OSU employees for the term of the internship, but will actually perform work for the companies listed. Unless otherwise stated, the internship projects are expected to be 200 hour projects. Some positions may be extended beyond the expected 200 hours, if the company and the hired intern are in agreement to that extension.

Please email your resume to [ray.125@osu.edu](mailto:ray.125@osu.edu) and indicate the companies that you would like to apply to (**if you have already submitted a resume, you do not need to re-send, please just respond indicating the companies to which you want to apply**) Resumes will be forwarded to company principals; after their review, if they would like to set up an interview, you will be contacted directly by the company to set up an interview schedule.

### AltaSim

<http://www.altasimtechnologies.com/>

AltaSim provides advanced engineering based computational analysis technology and services to assist its customers with their new product and technology development. Its unique capabilities and expertise allow it to serve leaders in new technology and product development. In addition, AltaSim develops proprietary software for the routine analysis of specific engineering products and is developing unique pay-per-use web based delivery systems for some of its products. AltaSim's primary customers are in the Medical Products, Aerospace, Petrochemical, Alternative Energy and Consumer Products market sectors.

AltaSim would like to increase use of the web to identify potential clients and deliver future products 24/7. This project will develop a web based sales and business development tool for AltaSim's unique services/products. The project will define a comprehensive sales and marketing platform for use with web based systems, develop a strategy for platform implementation, identify platform structure and content, develop relevant content, identify metrics to monitor sales volume and propose a long term strategy to continuously improve the effectiveness of the tools as well as expand market application and penetration.

#### Deliverables:

- A detailed plan for a web based sales and marketing tool appropriate for AltaSim's unique products and services
- Application of plan in existing web architecture
- Plan for evolution of tool

#### Experience – Skills:

- Web based marketing
- Web based sales for B2B and B2C
- Assimilation of new technology
- Analysis of web traffic data
- Marketing strategies
- Internet search keywords

Clear verbal and written English communication skills are essential. Intern must be able to identify critical, succinct keywords and phrases. Intern will be responsible for development of critical documents that will provide template for future development.

## **Brand Thunder**

<http://brandthunder.com/>

Formed in April 2007, Brand Thunder creates extreme makeovers for the Internet browser. Brands enjoy a persistent connection to their Internet consumer driving more website visits and increased revenue. Through a software installation, end users change the drab Internet browser into an immersive experience from their favorite sports team, entertainment franchise or Internet site.

The interactive browser themes feature official logos, colors, content and functionality, and can also extend capabilities including video, music players or other Internet widgets. Current business partners and clients include Bing, CBSSports.com College Network, The Daily Beast, Huffington Post, NASCAR, NBA, NCAA, NFL, NHL and Universal Music.

The intern will work with the founders and company leaders to analyze competitive products, evaluate pricing strategies, and isolate best practices required for long term success in this new, and growing marketplace. Many of the technologies are still brand new, and creating a price point from establishing benchmarks of some kind is required to meet the cost conscious needs to firms/clients.

Brand Thunder is looking for a business development intern that can lead an effort to bring an upcoming and unannounced product to its target market of interactive media agencies and community web sites.

This is truly a project that sets the foundation for the next evolution of Brand Thunder's market presence. As such, the candidate can expect to work directly with Brand Thunder's executive team for oversight, but will be challenged with leading this initiative.

The final deliverable is an established and executed business development plan with business partners using the new technology platform Brand Thunder is developing.

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## **DIRAmed, LLC**

<http://www.diramed.com/>

DIRAmed LLC (Columbus, OH) is an early stage company with office and lab space in TechColumbus on the campus of OSU. We are developing non-invasive monitoring technology to be applied to the glucose monitoring of diabetic patients globally.

We are committed to updating our business plan for a late summer launch into a new fund-raising initiative. The current business plan contains dated competitive information requires re-formatting into a more compelling presentation format, and requires a major re-write to communicate our technology, development plan and value proposition. We are particularly interested in building a fund-raising strategy into the plan to provide a blueprint for a more aggressive fund-raising effort beyond our current accredited investors. Primary and secondary market research will be required to complete this effort.

The final deliverable would be a complete business plan with human resource planning and full financials.

We are seeking an MBA candidate with interest in marketing and competitive positioning, with some prior experience in preparing marketing or business plans in school or in other businesses. Someone with an entrepreneurial spirit, and a basis in science who can appreciate the technology and market we are focused in.

Must be very proficient in written and spoken English. We would like to be able engage in active and in-depth discussions related to development of the business plan.

This position is projected to be at least a 200 hour project (may possible extend to 250 hrs)

## **Health Care DataWorks**

<http://www.hcdataworks.com/>

Health Care DataWorks, Inc., using licensed technology from the Ohio State University, provides an enterprise data warehouse appliance (essentially an “EDW in a box”), including a comprehensive unified healthcare data model. HCD has developed numerous dashboards and Business Intelligence applications that leverage the data in the EDW appliance thus enabling health care organizations to quickly achieve enhanced performance results. The company was formed in 2008, began operations in late 2008, and closed its first customer at the end of 2008. Revenues were \$675,000 in 2009 and the company earned a profit of over \$180,000. Sales reached \$1.8M in 2010 and employment grew to 15 by the end of the year. The company’s market is national in scope and includes the largest healthcare organizations in the nation. Its services are unique and its value proposition compelling. In 2010 the company signed one of the largest healthcare organizations in Florida to a \$3.6MM, 5 year agreement and the company has a robust pipeline. In 2011 the company will be expanding its marketing activities and adding sales people.

Internship Project: With the help of the Chairman/CFO and the CEO develop the next iteration of the company’s marketing plan and begin implementation. Much of this work will be based upon the research work done by the company’s previous intern. This person will be responsible for developing plans, interfacing with the company’s management team and vendors.

The final deliverable will be a comprehensive marketing plan with activities, dates, responsibilities, budgets, and results measurements.

Given the timing of this internship and the rapid growth of the company there is a high probability the position could become permanent.

Skills must include: Marketing expertise and strong writing skills. Some experience with writing business plans would be a plus. Key skills are listening and the ability to verbally express ideas.

This is an excellent opportunity for an exceptional grad student to participate in planning and marketing for a high growth technology services company. Not only will the student participate as a member of the senior management team for purposes of these projects but the opportunity for full time employment will exist in 2011 and/or 2012.

## **improveit! 360**

<http://www.improveit360.com/>

Located in Columbus, Ohio, **improveit! 360** was founded by industry leaders Seth Cammeyer and Brian Leader, with the goal to help home remodelers become as successful as they can be by removing the obstacles they face

in their businesses and making it easier for them to control chaos, accelerate marketing, and simplify everything.

With that goal in mind they developed the *improveit! 360* business management application for remodelers, contractors and home services professionals. It's uniquely designed to accelerate growth, improve operational efficiencies, reduce costs and support the success of home improvement companies of all sizes.

*improveit! 360* is the only home improvement application built on the force.com platform, the underlying technology of salesforce.com, and completely customized for the home improvement industry. Salesforce.com is the world leader in CRM (customer relationship management) systems, rated number one in user adoption, ease-of-use and customer satisfaction.

#### Internship Project

- Assist in developing and executing marketing programs to drive business in key partner and retail channels. Also assist in developing reports on program effectiveness against metrics on an ongoing basis.
- Support Marketing Team in creating and executing partner marketing programs, including communications, promotions, and relationship management.
- Help manage email marketing programs, including creation, execution and reporting against established metrics.
- Assist in the supportive research to help the Marketing team write and design materials to support lead generation/lead nurturing and sales efforts, including brochures, white papers, case studies, sales presentations and other promotional materials.
- Support the Marketing Team to execute social media into lead generation/lead nurturing efforts.
- Assist with website content creation, updates and maintenance.
- Perform various types of market and competitor research

The deliverables associated with this position will assist *improveit! 360* to compete more effectively in the marketplace, generate demand for its products and services and help nurture leads once they are generated. Deliverables may include the following:

- Email Marketing Campaigns
- Collateral, Brochures, Flyers
- White Papers, Articles, Press Releases
- Competitor Analysis
- Marketing Plans
- Project Tracking
- Marketing Performance Reports

#### Experience – Skills:

- Ability to multitask
- Technically proficient
- Energy and enthusiasm
- True team player
- Detail and results oriented
- Knowledge of MS Office products such as Excel, Word, PowerPoint, Outlook
- Social media savvy
- Strong copywriting and proofreading skills
- Basic knowledge of graphic design software such as InDesign, Photoshop, Illustrator, or similar programs a plus, but not required

## **Nanofiber Solutions**

<http://www.nanofibersolutions.com/>

Nanofiber Solutions develops and markets polymer fiber 3-D substrates that better mimic human *in vivo* environments and thus facilitate faster screening and more effective cancer research. As a result, researchers are able to more accurately study the effects of various chemical compounds on cell behavior. This is especially true as researchers attempt to model and measure cell migration (i.e., metastasis) from the primary tumor. Our fibers allow testing previously possible only in small, niche labs. By measuring metastasis in a much more realistic environment, earlier breakthroughs become possible while simultaneously decreasing time to market.

### **Internship Project:**

Our current marketing efforts center on branding our initial products and their entry strategy. Our fibers are proven in several disease areas and they can be used various solutions (e.g., diagnostics, research, stem cell expansion, etc). The likely project(s) an intern would work on could include:

- Identifying (further defining) our second product set and market
- Branding this product line
- Price studies
- Packaging (from a marketing/branding perspective)

The final deliverables will be a pricing study report, a brand strategy, a package design, etc...

### **Experience – Skills:**

- Columbus area residency for the work effort
- Interest in, and understanding of, product branding/market entry
- Enthusiastic, desire to learn
- A background in Biology would be great, but it is not necessary.

## **Novotec Recycling**

<http://novotecrecycling.com/>

Novotec Recycling is an electronics recycling company focusing on the processing of CRT's and LCD display panels and products. Novotec provides downstream vendor services to many large asset management companies as well as other electronics recyclers. Novotec was founded in 2008 and has established itself as one of the leaders in CRT processing recycling over 1,000,000 LB per month of monitors, televisions and CRT tubes. We are constantly looking for and developing new methods of processing and recycling and also looking for unique uses for the recycled materials and by-products

We hope to develop a marketing division for Novotec which would focus on three main areas:

- building a collections program to work with area businesses, schools and other entities who are interested in getting involved in helping to solve the electronics waste problem facing our community
- Designing and building a comprehensive web site
- Developing Basic marketing materials for the company

### **Final Deliverable:**

We hope to put in place over the 10 week period a system and program for community collection events which includes marketing of the program, educational materials to inform the community about the issue and developing the program itself with regards to the logistics of a collection event, who does what, how the various

parties will benefit and what happens to the materials collected. We already have several large area businesses that want to host events and some that want to host multiple events. We also want to have the layout for the website finished so that our web design contractor can build the site.

If the program is successful we anticipate that this internship may move into a full time position. We feel that the collection program should be self sufficient and could generate enough revenue to sustain a full time Marketing Director position.

#### Experience - Skills:

This position requires someone with the following skills:

- good communication skills both written and oral
- higher level understanding of business and marketing
- must be self motivated
- standard business level computer skills- all Microsoft Office programs
- basic understanding of websites and their functionality and design
- basic chemistry and science understanding would be helpful but not necessary

### **Ohio Power Tool**

<http://www.ohiopowertool.com/>

Ohio Power Tool sells, rents and repairs power tools primarily for the construction markets. Opened in 1983 the company has grown steadily over the years and built a strong reputation for itself. Over the past 6 years the company has experienced explosive growth thanks to its web presence [www.OhioPowerTool.com](http://www.OhioPowerTool.com) and blogging news site [www.Coptool.com](http://www.Coptool.com). Recognized by Business First as one of the fastest growing companies in central Ohio for the past 3 years!

#### Internship Project:

Working with our online marketing expert for the retail site [www.OhioPowerTool.com](http://www.OhioPowerTool.com) to analyze current marketing efforts and determine effectiveness. Research new online marketing avenues to increase overall traffic & conversions. Additionally research and add new products with potential high conversions and/or lower competition. Research new ways to further leverage the social media site [www.Coptool.com](http://www.Coptool.com) to better convert traffic to the retail site and establish us as a knowledge center for power tool questions and topics. Then track how effective changes are and provide additional ways to improve upon them.

#### Final deliverable:

The intern would help in researching, implementing and analyzing important market decisions which would be easily measured. If successful this project should prove profitable to the bottom line of the website.

This position is likely to become a permanent position either as part-time or full-time, which will be determined based on this project.

#### Experience - Skills:

Skill that would help with this project would be a working knowledge or dreamweaver/HTML, photoshop, movabletype and other website programs. An analytical mind that enjoys researching advertising spending and looking for ways to improve it.

Must be very proficient in both written and spoken English, creating error free copy for customers is part of this marketing project. Basic knowledge of Power Tools and how they operate would be helpful in finding the proper customers and marketing avenues.

## **Teamwork Solutions, Inc.**

<http://www.teamsol.com/>

Teamwork Solutions is a technology consulting firm specializing in custom collaboration, workflow and process automation solutions based on the Lotus Notes/Domino platform. Founded in 1993, Teamwork is one of IBM's premier business partners in the Lotus software space. We are proud to serve many of the largest and most well know businesses in central Ohio as well as across North America. Customers include major insurance companies, nutritional manufacturers, pharmaceutical companies, banks, automobile manufacturing companies, public utilities, chemical manufacturers and selected government organizations. We engage with our clients on a project basis, developing joint project goals and objectives, determining the scope of our services and related deliverables and detailing the solution installation, training and support services for the project. We are not a placement or staff augmentation firm. Rather, we are specialists in business process automation and workflow system development.

While our clients are large organizations, we are not. We are a firm of around 20 professionals spread between account management staff, consultants and developers. Located in Upper Arlington at the intersection of Henderson Road and Riverside Drive, our offices are convenient to the OSU campus community.

### **Project Definition:**

Occasionally, we have certain custom solutions that have the potential for conversion into marketable software products. We are currently working on just such a solution targeted at the medical, retirement, and disability services space. This product will be a private cloud based offering using the latest IBM cloud technologies for delivery to our customers. It may or may not be offered as a SaaS solution or it may be offered through a more traditional software license model. These decisions have not yet been made.

It is our intent to be in market by Q3 2011. We envision an intern participating in a number of our go-to-market activities for this new software offering. We expect the intern to participate in the development of our initial sales and marketing plans and helping us execute our initial market research and lead generation efforts. Specifically, the intern will work with our team to identify potential customers, assist with the development of marketing and sales materials for our team to use for lead generation and assist with the development of our marketing and promotional activities include our web presence, social media, conference attendance planning and other promotional activities.

### **Final Deliverable:**

The preparation of a draft marketing and sales plan for the new product for 2011-2012. This plan will then be revised by management and adopted by the company for immediate implementation.

Should our product have early success in the market and assuming we are impressed with the intern's work and drive, we would expect that the internship would evolve into a full time position selling and supporting the growth of our new product.

### **Experience – Skills:**

Successful candidates will have background in Marketing, Business and preferably strong exposure to technology. Alternatively, an intern with an IT major and prior experience or background in business/marketing/sales would also be very attractive. We are looking for someone with the potential to grow into a software sales position for our product.

Must be proficient in English and must be a US citizen. (Requirement of several government contracts we currently have in place.) Demonstrated experience and interest in technology an important factor.