



the Interna
Where startups and interns connect

WE CONNECT

THE MOST ENTREPRENEURIAL

INTERNS TO STARTUPS

ACROSS EUROPE



Our Pre-Internship training equips you with the skills that you need to be successful at a startup and have a valuable experience

Overview of key topics

Giving our participants a range of exposure, knowledge and skills to deliver the most value

These topics help will help you to make an impact from day one



10+
Hours of
videos



100+
Pages of
content

Startup Strategy



- ✓ The Lean Startup
- ✓ Design Thinking
- ✓ Blue Ocean Strategy
- ✓ Data Analysis (Intro to Excel)
- ✓ Strategy Frameworks

Sales & Business Development



- ✓ Direct sales
 - Value Selling
 - Challenger Sales
- ✓ Business Etiquette
 - Networking (In person & LinkedIn)
 - E-mail writing
- ✓ Presentation skills
 - Intro to PowerPoint
 - The Pyramid Principle




Digital Marketing



- ✓ Marketing Principles
- ✓ Search Engine Optimisation
- ✓ Inorganic Marketing
- ✓ Analytics in Marketing
- ✓ Social Media Marketing

Topics in more depth

3 key topics which are important for success in the start-up world

Topic	Sub-topic	Why is this important	
 <p>Startup Strategy</p>	Lean Startup	<i>Mandatory reading for any entrepreneur. A methodology to solve for customer needs.</i>	
	Design Thinking	<i>Building personas to really understand who our ideal customer is.</i>	
	Blue Ocean Strategy	<i>Learning how to really differentiate yourself from the competition.</i>	
	Data analysis (Excel)	<i>A key too to help collate, analyse and find insights from data.</i>	
	Strategy Framework	<i>Helping entrepreneurs define where their problem lies and a way to future growth.</i>	
 <p>Sales & Business Development</p>	Sales Methodology	Value selling	<i>Important to finding our your customers' latent needs before offering a solution.</i>
		Challenger sales	<i>Take control of sale and educate your prospects on how to solve their problem.</i>
	Business Etiquette	Networking	<i>Building a network is key. The more we give to our network, the more it gives back.</i>
		Email writing	<i>Ensure that you come across professionally through online communication.</i>
	Presentation skills	Intro to PowerPoint	<i>A key tool to help show your points. Illustrations remain our mind more than words.</i>
		The Pyramid Principle	<i>Deliver focused and logical presentations with impact.</i>
 <p>Digital Marketing</p>	Traditional vs Digital Marketing		<i>The world is moving online and so is marketing. An online presence is crucial.</i>
	Search Engine Optimisation (SEO)		<i>Ensure that you rank highly naturally on Google, driving more traffic to your website.</i>
	Inorganic Marketing		<i>Paid Ads can help give your online presence the boost it needs to expand quickly.</i>
	Analytics for Marketing		<i>By analysing the reams of data our marketing tools collect we can find key insights.</i>
	Social Media Marketing		<i>Instagram, Facebook, LinkedIn (to name a few!) all hold a gateway to our clients.</i>

Startup Strategy

Equipping our participants with the right tools and techniques

Entrepreneurship is changing and the ideas of Corporate Strategy no longer align with an iterative and rapid product development process

Sub-topic	Example Tools & Techniques
Lean Startup	<i>Minimum Viable Product / Build-Measure-Learn</i>
	<i>Business Model Canvas</i>
	<i>Innovation Accounting – Vanity Metrics</i>
Design Thinking	<i>Persona building</i>
	<i>Customer Experience Mapping</i>
	<i>Human-centred Design</i>
Blue Ocean Strategy	<i>Blue Ocean Strategy Canvas</i>
	<i>4 path framework</i>
	<i>Case studies (e.g. Cirque du Soleil)</i>
Data analysis (Excel)	<i>Data entry & basic functions</i>
	<i>Basic data analysis</i>
	<i>Formatting & Presentation</i>
Strategy Framework	<i>Profitability framework</i>
	<i>Market entry approaches</i>
	<i>Competitor Analysis approach</i>

The collage contains several key diagrams and text blocks:

- Business Model Canvas:** A diagram showing the relationship between Channels, Value Propositions, and Customer Segments.
- Minimum Viable Products:** A circular diagram with stages: Stage 1 (Customer Discovery), Stage 2 (Customer Validation), Stage 3 (Customer Creation), and Stage 4 (Company Development). It includes a 'Pivot' point between Stage 1 and 2.
- Design Thinking:** A process flow diagram with stages: EMPATHIZE, DEFINE, IDEATE, PROTOTYPE, TEST, and IMPLEMENT. It also includes a circular diagram with 'Learn', 'Build', 'Measure', and 'Learn'.
- Blue Ocean Strategy:** A diagram showing the '4 path framework' (Differentiation, Low Cost, Focus on Masses, Focus on New Markets) and the 'Blue Ocean Strategy Canvas'.
- Profitability Framework:** A tree diagram showing Profit = Revenue - Cost. Revenue is broken down into Price per unit and Quantity/Volume. Cost is broken down into Fixed Cost and Variable Cost, with Variable Cost further broken down into Quantity/Volume and Cost per unit.

Sales & Business Development

Equipping our participants with the right tools and techniques

In life, we are always selling, be that a product, services or ourselves (think of a job interview – you’re selling your skills!)

Sub-topic		Example Tools & Techniques
Sales Techniques	Value selling	Approach
		Implementation
	Challenger sales	Approach
		Implementation
Business Etiquette	Networking	Linked-In (online networking)
		In person networking (Dos & Don'ts)
	Email etiquette	Writing professional emails
		Rebump / Apollo (automated follow-up)
Presentation skills	Introduction to PowerPoint	Presentation building
		Formatting & using shapes
	Pyramid Principle	Definition & Approach
		Implementation in PowerPoint

The collage contains several key elements:

- Value Selling Diagram:** A process flow with five steps: 1. Understand the customer's issue, 2. Report their problem back to them in their own words, 3. Quantify the problem's value for them, 4. Establish outcomes or value points, 5. Lock in next call with next steps.
- Challenger Sales Diagram:** A process flow with five steps: 1. Sales rep is seen as the expert in their field, 2. Educate them on your progress or solution, 3. TRUST is built, 4. Offer unique, valuable insights to the client, 5. Relationships are nurtured but no substitute for being assertive and persistent.
- Discovery and Persuasion Diagram:** A process flow with five steps: 1. Uncover the customer's issue, 2. Report their problem back to them in their own words, 3. Quantify the problem's value for them, 4. Establish outcomes or value points, 5. Lock in next call with next steps.
- Email Template:** A screenshot of an email with fields for To, Message, CC, and Subject. The subject is "Rebump / Apollo" and the body contains a professional follow-up message.
- Networking Diagram:** A diagram showing three types of networking: 1. Email/Direct message, 2. LinkedIn Message, 3. Connected LinkedIn contact.
- Pyramid Principle Diagram:** A diagram showing a main recommendation at the top, supported by three supporting arguments, each with its own data, insights, and conclusions.
- PowerPoint Slides:** A series of slides titled "INTERNATIONAL BOTTLENECK" and "THE PYRAMID PRINCIPLE" by Barbara Minto, showing the structure of a presentation.

Digital Marketing

Equipping our participants with the right tools and techniques

Marketing is becoming digital and more analytical. By implementing these techniques we can decipher much deeper insights

Sub-topic	Example Tools & Techniques
Trad vs Digital Marketing	<i>The Golden Circle</i>
	<i>4Ps of Marketing</i>
	<i>Porter's 5 forces</i>
Search Engine Optimisation (SEO)	<i>Software tools: Ubersuggest, Google Trends</i>
	<i>Content marketing</i> <i>Wording optimization</i>
Inorganic Marketing	<i>Google Adwords – Pay per click</i>
	<i>Key word success & Analysis</i>
	<i>High level strategy</i>
Analytics for Marketing	<i>Google Analytics</i>
	<i>Report generation</i>
	<i>Smartlook</i>
Social Media Marketing	<i>Valuable content vs Call to Action</i>
	<i>Organic content</i>
	<i>Canva & Linktree</i>



WHAT
All organisations know WHAT they do. That is the product or service that they sell.

HOW
Some organisations know HOW they do it. This is their strategy or their process and what differentiates them from their competitors.

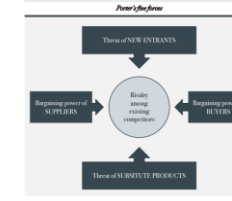
WHY
Very few organisations know WHY they do what they do. They're why is our above marketing strategy has a PURPOSE. The reason your organisation exists.



Ways to optimise SEO

1. Align your content with search intent
2. Write a **compelling** title tag and description
3. Optimise your **images**
4. Optimise page **speed**
5. Use **internal linking**
6. Improve **user experience**
7. Include keywords in **URL**
8. Obtain more authoritative **backlinks**
9. Publish **long-form content**

Read more about each technique [here](#).



Tools: Analytics for Marketing
Google Analytics and Ad campaigns

Smartlook
Smartlook is a website analytics solution for the website and mobile apps helping over 300,000 businesses of all sizes understand their users' behavior and improve their user experience.

Google Analytics
Google Analytics is one of the most popular digital marketing software, providing insight about the visitors on your website. It provides flexible insights that help you to shape the success strategy of your business.

What to look for in the data:

- Audience - who is coming to your site?
- Acquisition - how did they get to your site?
- Behavior - what are they doing on your site?
- Conversion - how many are taking the actions you want them to take?

Questions to answer:

- Who do users love the website?
- Where are users coming from the website?
- How long on average do users spend on my site?
- Through which content elements have users been on my site?
- Which are the most or least popular pages?

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We look forward to meeting you!