



# Andculture's Startup School

## Internship Program Overview

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### Program Overview

Andculture's Startup School powered by Catamaran is a comprehensive and immersive 8-week program that is specifically designed to develop the next generation of innovative thinkers and doers. This program is a chance for students to experientially develop the STEAM (Science, Technology, Engineering, Arts and Math) skills to think differently about the challenges that surround them on a daily basis both locally and globally. Startup School is a multidisciplinary experience that provides students with diverse perspectives while teaching empathy to prepare them well for any career post-graduation.

### Program Structure

A maximum of three teams of three students per team will be accepted into the Startup School. The teams will take a real-world idea or problem (their own idea or community/corporate project) through a human-centered design and entrepreneurial bootcamp that will provide the tools necessary to develop a solution to the problem. Throughout the program, teams will receive mentorship from practitioners at Andculture; participate in networking opportunities; hear from guest speakers; and benefit from connections to industry experts. Students will also develop the art of customer discovery through a series of interviews with their potential customers. At the conclusion of the program, teams will have a working prototype that they can begin to test with their target audience. During the final week of the program, teams will pitch their idea to a panel of judges and receive valuable feedback on practical next steps and prizes!

### Program Outline

- Week 1: Define Product/Market Fit
  - Project Orientation
  - Workshop - Entrepreneurial Grit
  - Workshop - Creating Exceptional Experiences
  - Workshop - Customer Research Methods & Tools
  - Individual Consultations
- Week 2: Customer Research
  - Weekly Pitch / Catch-up Meeting
  - Working Session: Customer Research Plan
  - Conduct Customer Research/Interviews



- Conduct Secondary Market Research / Competitive Analysis
  - Career Profile Lighting Talk
- Week 3: Concept Generation
  - Weekly Pitch / Catch-up Meeting
  - Working Session - Research Synthesis
  - Individual Consultation
  - Workshop - What is (and isn't) an MVP (minimal viable product)?
  - Individual Consultations - Ideation Session
- Week 4: Ideation + Prototyping
  - Weekly Pitch / Catch-up Meeting
  - Individual Consultations - Ideation Session
  - Start strategy/design/development
  - Workshop - Prototyping
  - Off-Site Tour(s)
  - Working Session - Define Solution Skateboard/MVP
- Week 5: Design
  - Weekly Pitch / Catch-up Meeting
  - Individual Consultations
  - Workshop - User Testing and Iteration
- Week 6: MVP + Digital Marketing
  - Weekly Pitch / Catch-up Meeting
  - Workshop - Digital Marketing - How do startups acquire users?
  - Individual Consultations
  - Company-wide critique sessions
- Week 7: Share & Test
  - Weekly Pitch / Catch-up Meeting
  - Workshop - Sharing Your Ideas
  - Conduct User Testing
- Week 8: Iterate
  - Weekly Pitch / Catch-up Meeting
  - Individual Consultations
  - Working Session - Iteration + What changes can be implemented as part of MVP?
  - Workshop: Communication Strategies
  - Workshop: Next steps after Andculture
  - Present to Judges

## What will students learn from this experience?

- The ability to connect theory with practice and apply classroom learnings in a real world, professional environment;
- Learn from industry experts while working in a group of their peers to build real products and solve business challenges in a viable way;
- Facilitate conversations across multiple audiences to receive valuable data;



- Mentorship from practitioners working in the field;
- Skill building workshops on human-centered design, career pathways, and resources;
- Experience working in a cross-functional team to understand how different departments; must collaborate to drive business success and develop new products;
- Presentation skills, and analytical and leadership abilities.

## Internship Position Descriptions

### TECHNICAL INTERN

A technical intern is a problem solver, a strong communicator, and a quick thinker. This internship will offer a challenging work environment, real technical projects, and interaction with a variety of technical staff. The technical intern will gain experience in business-driven user stories, requirements identification, and rapid prototype development. S/he will partner with the design and strategy/business intern to ensure technical requirements are properly implemented into the final prototype.

**Majors best suited for this position:** *Computer Science, Computer Information Systems, Computer Engineering, Robotics, Data Science, Computer Architecture, Engineering.*

### DESIGN INTERN

A design intern is an innovative problem solver, self-starter, and strong collaborator. This position will help to lead the team through ideation, branding and the visual components of the program. The design intern will incorporate user research and usability testing to iterate on solutions developed throughout the program and will partner with the technical and strategy/business intern to ensure designs are properly implemented into the final prototype.

**Majors best suited for this position:** *Graphic Design, Industrial Design, Liberal Arts, Studio/Fine Arts, Digital Media, Game and Interactive Media Design*

### STRATEGY/BUSINESS INTERN

A strategy/business intern is a connector, forward thinker and keeps the team moving towards their goal. This position helps to lead the team through the initial problem identification, research, and scalability of an idea. A strategy/business intern partners with the technical and design intern to ensure strategy and scalability are properly implemented into the final prototype.

**Majors best suited for this position:** *Psychology, Sociology, Anthropology, Business Administration, Entrepreneurship, Innovation, Marketing, Computer Science, Human-Computer Interaction, Informatics, Information Sciences.*

### General requirements/qualifications

- Current undergraduate student enrolled at a college or university (age 18-24);
- Ability to work full-time for a duration of 8 weeks (max of 40 hours/week);
- Dependable with a high level of commitment to attendance and participation;



- Strong communicator in a variety of formats who is not only effective but positive;
- Goal oriented even through ambiguity;
- Creative thinker who can look beyond the obvious;
- Problem solver with a demonstrated ability to anticipate and think critically about problems;
- Passion for learning new methods, tools, and diverse perspectives;
- Time management skills to complete projects on time;
- High level of integrity, respect and follow through on commitments.

## How We'll Measure Success

Teams will be working on real-world problems and their success in the program will be measured on their ability to frame the problem, validate a solution, take the first steps to develop a prototype and present it our judges. Success is also measured in teams' ability to be active participants, learn from failures and work together.

## How to Apply

Interested candidates can visit <https://andculture.com/careers/career/4/internships> to complete an internship application. Applications for the summer 2019 program are due Friday, April 12, 2019.

## Interview Process

Applicants will complete a full-day interview which includes a series of rapid interviews with Andculture staff and leadership followed by a previously prepared 5-minute pitch. Applicants selected for an interview will receive a schedule for their interviews but should come prepared with a presentation that includes the following information:

- Introduction: Please bring one personal item that best represents your personality and why.
- Slide 1: Tell us about a challenge or problem you have observed and your idea for solving it.
- Slide 2: Tell us what you hope to gain from the Startup School if selected to participate. If you have your own idea that you would like to work on as part of the program, this would be a good place to briefly discuss.
- Slide 3: How many jellybeans can fit into an 8-inch x 10-inch x 12-inch container?

## Compensation

\$11.00/hour



## About Andculture/Catamaran

Andculture is a multi-disciplinary experience design and engineering firm that employs over 60 software engineers, graphic designers, digital marketing specialists, data architects, quality assurance testers, project managers, product strategists, and experience design researchers to create custom-built, human-centered technology solutions for a myriad of prestigious companies - both inside and outside of the Commonwealth. Andculture solves challenges and designs extraordinary experiences for companies such as PinnacleHealth, The Pennsylvania State University, UGI, Mayo Clinic, Cadbury, Armstrong World Industries, and various agencies within the Commonwealth of Pennsylvania to name just a few. Our philosophy is that innovation is achieved by creating better human experiences.

Andculture also recently launched [Catamaran](#), a startup business accelerator to enhance the community's larger initiative to find, develop, and expand entrepreneurs and innovative thinking in south central Pennsylvania. Twice a year, Catamaran provides three, early-stage companies with workshops and design/engineering services to build a minimum viable product which is then launched to the community and end users for additional research, evaluation, and iteration.