

Master of Science in Technology Ventures Start Up Lifecycle & MSTV Internship Experience Overview

During your Summer Start-Up Experience Internship, it will be important to understand the different stages of the startup life cycle in order to recognize which stage your company is in. You may encounter one of these stages, some of these stages, or all of the stages depending on your experience.

The 5 stages of the startup life cycle (not all startups are at the same stage, makes a difference in the activities in process):

1. Proof of concept
2. Finding product-market fit
3. Raising capital
4. Scaling the business
5. Building out systems – infrastructures to sustain

It will also be important to recognize the various roles within a start-up. You will likely be working closely with one or all of these roles and understanding the duties that are typically associated with each role will benefit you during your internship.

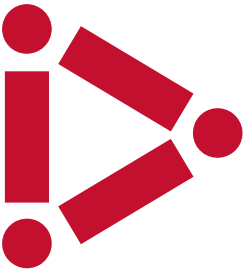
Common job titles & roles in startup:

1. Founder – person with the vision or idea, not necessarily the expert

- a. Titles – Founder, CEO, President, Owner, leader
- b. Duties – “face” of opportunity, funding seeker, launch needs, team builder, visionary, staffing, scaling options

2. Designers – user experience

- a. Titles – user interface designer, product designer, user researcher, architect



b. Duties – User research, interaction design, usability, architecture, product scope and scale

3. Product creators – developers

a. Titles - CTO, VP of engineering, senior developer, engineer, technologist

b. Duties – problem solving, product development, product fundamental skills

4. Product manager – mini CEO, bring product strategy to life

a. Titles – Chief Product Officer, product manager, product lead, product owner,

b. Duties – links market opportunities and product definition, determines ROI, customer interviews, develops implementable strategy

5. Marketing – both qualitative/creative and quantitative

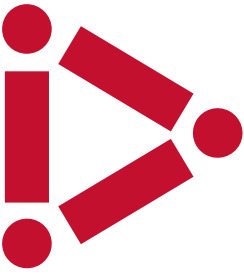
a. Titles – CMO, Marketing director, Brand Manager, Outbound marketing manager,

b. Duties - customer relationship management, marketing analytics, business strategy, opportunity identification, engages with data, watcher of change

6. Data Science and analysis

a. Titles – Data scientist, Data analyst, Researcher, Data engineer, Machine Learning Engineer

b. Duties – modeling techniques, data visualization, statistics, critical analytical thinking, presentation of detail to support opportunity, storyteller



Summer Start Up Internship Experience Overview

1. Work with key players of startup in various capacities, or work with VCs/accelerator organizations evaluating new startups
2. Develop ability to work as part of the team engineering the solutions or evaluating potential opportunities
3. Develop skills to communicate, compromise, prioritize, follow a plan, do elevator pitches, etc.
4. Develop interactive skills to work with founders, stakeholders, investors, customers in aiding with the delivery of the solution
5. It is not a job but rather a learning experience about a new lifestyle (hard work, exciting, challenging).
6. Every startup is different: vary in size, industry, amount of funding, stage of development, priorities, and culture.
7. Startups are small and each person impacts the work to be done as well as the culture, so the experience is one of collaboration and adapting.
8. No golden rules... you may interview thinking of a particular role but then get assigned something you may not even know you were being considered for.
9. Initial ambiguity is likely and is OK... you will settle in with the team and most likely perform or support many roles during the period.
10. It is a learning exercise that may open the student's mind to many options in their career as well as the ability to derive benefit from the "mini" MBA courses that follow the summer experience.