2020 Swarthmore Future Entrepreneurship Program
Employer and Internship Descriptions
2020 Student Application Period: Fri, Feb 7- Fri, Feb 21
Questions: pkim1@swarthmore.edu

About SFEP:
Swarthmore College Career Services has curated summer internships at local start up companies through a partnership with Ben Franklin Technology Partners. Students (seniors and alumni are ineligible) can apply to posted internships and interview with participating start-up companies. If selected, students will gain experience working for a start up while gaining insight into the entrepreneurial world while receiving a $4800 stipend for 10 weeks of full-time work.

Application Instructions:
Please follow these directions to make sure that you're able to view all SFEP internships and apply to the ones you're interested in.

1. Log into Handshake.

2. In the search bar, type in "SFEP" and hit enter for a list of all internships that are a part of this program. All SFEP internships will have the title labeled "SFEP: ________" A full list of opportunities is also available via PDF; you can also type in the employer name and search for the internship that way.

3. Apply to as many opportunities that are of interest to you. Please note that some employers ask for more than a resume. If you haven't had your application materials reviewed, please come and see a Career Peer Advisor (M-F 1-4:30pm).

4. Please make sure you understand the organization’s location. Their address will be in the description or in the employer profile—not all employers are located within the city of Philadelphia and some are located in suburban neighborhoods. If chosen for interviews, students are required to make their own arrangements in getting to the interview locations.

Note about funding:
$4800 is the maximum amount that a student may be awarded from the College for summer funding. Should you accept an SFEP internship, you are not allowed to apply for additional funding for this program through the College.

Note to International Students:
Students are required to contact the Office of International Student Services (Jennifer Marks-Gold) on their options regarding work authorization status.

Study Abroad Applicants:
Those studying abroad are eligible to apply; however, it is important to let your interviewers know that you are studying abroad and might not be able to do an in-person interview. Please be flexible when scheduling interviews.
Ben Franklin Technology Partners of Southeastern PA

Ben Franklin Technology Partners of Southeastern PA (Ben Franklin) combines the best practices of early-stage investing with a higher purpose – to lead the region’s technology community to new heights, creating jobs and transforming lives.

For over 30 years, Ben Franklin been the leading seed stage capital provider for the region’s technology sectors, investing over $175 million in more than 1,750 regional technology companies, many of which have gone on to become industry leaders. Ben Franklin has also launched university/industry partnerships that accelerate scientific discoveries to commercialization and has seeded regional initiatives that strengthen our entrepreneurial community.

Organizational Address/Location: Building 100 Innovation Center | 4801 S Broad St, Suite 200
The Navy Yard | Philadelphia, PA 19112
Accessible via Septa Regional Rail (Jefferson Station) and Navy Yard Express Shuttle

SFEP: Investment Group Intern

The Investment Group is responsible to stimulate the formation and growth of technology enterprises in the region by attracting investment partnerships, investing risk capital, providing Ben Franklin clients customized, hands-on business development services and partnering to create a vibrant, entrepreneurial community through its leadership and/or support of regional entrepreneurial initiatives, organizations, and events.

The Summer Intern will participate in a variety of projects and work that supports Ben Franklin’s investments in regional technology companies. The Summer Intern will take the lead in fulfilling special and ad hoc projects as assigned by the Chief Investment Officer & Executive Vice President in creating an efficient and compelling way to support Ben Franklin’s large and varied portfolio of companies as they continue to grow.

Qualification Requirements:

Technical Strengths:
- Strong creative, strategic, analytical, and organizational skills.
- Knowledge of the following or similar hardware/software: Windows-based operating systems; Microsoft Office (Outlook, Word, Excel, OneNote, Project & PowerPoint), O365.
- Excellent written, oral, and interpersonal communication skills.

Personal Strengths:
- Strong project management thinking with autonomous yet flexible execution.
- Ability to handle multiple tasks, set priorities, utilize resources at hand, meet deadlines, and adjust quickly to changing priorities.
- A high degree of discretion, confidentiality and good judgment in the decision-making process.
- Ability to adhere to prescribed procedures, take the initiative and work independently.
- Interact professionally and communicate effectively with Ben Franklin clients, the general public, and colleagues.

Other Qualifications:
- Currently enrolled in an undergraduate or graduate program.
· Experience and comfort with professional and creative writing preferred.
· Requires excellent interpersonal skills. Ability to assist others and work as a team player.

Roundtrip

RoundTrip is disrupting the $8 billion non-emergency medical transportation industry by providing on-demand medical transportation for hospitals, healthcare organizations, transportation managers, and health plans. RoundTrip's online Care Management portal and on-demand ordering system connect patients and care coordinators with a network of non-emergency medical transportation providers to save time, reduce expenses, and improve the quality of patient care.

Organization Address/Location: 221 Chestnut Street, Philadelphia, Pennsylvania 19106
Accessible via Regional Rail (Jefferson Station) and Market Frankford Line

SFEP: Business Development Intern

Roundtrip is devoted to creating a world in which transportation is no longer a barrier to wellbeing.

We are looking for a Business Development Intern to support business development research, geographic market profiling, strategic partnership diligence, and early sales pipeline forecasting and analysis. Our Business Development Intern will work with our Business Development team to execute our lead generation strategy and expand our footprint across the US.

The ideal candidate must be able to understand high-level marketing and sales concepts and the sales process. The candidate must be detail oriented, data-driven, and be able to generate creative marketing ideas that create inbound interest from prospective customers.

This position will sit on our Growth Team, is based out of our Philadelphia, Pa office and reports to our Business Development Lead.

What You’ll Do:

- Analyze our business development efforts to identify the most effective lead generation tactics, refine those tactics and deploy them into new geographic markets that we are targeting
- Research geographic markets that are Roundtrip targets for 2020 growth (think market analysis, competitive analysis, regulatory trends, local news, etc.)
- Use HubSpot, our CRM to identify opportunities to grow 'top of funnel' pipeline (e.g., prospective customers that we would pass on to our Sales team)
- Assist our Business Development and Marketing teams with content ideation, creation and testing
- Support our efforts to identify and conduct diligence on potential strategic partnerships that would grow or complement our product

Who You Are:

- an interest in sales and marketing
- Someone who is eager to learn how B2B and/or SaaS companies operate
- Proven history of critical thinking and analysis; ability to derive insights from operational reports
• Healthcare industry experience is a plus
• A believer in the power of technology to better the healthcare system

**Astarte Medical Partners**

We are developing NICUtrition, software to improve outcomes for preterm infants by standardizing feeding, optimizing nutrition and quantifying gut health.

*Astarte has two offices, and interns are expected to be able to commute to both locations.*

Organization Address/Location: 10 North Main Street, Morrisville, Pennsylvania 19067, United States
Accessible via Regional Rail (Yardley station); about a 15 minute walk from Yardley Station.

CIC (Cambridge Innovation Center): 3675 Market St, Philadelphia
Accessible via Regional Rail (30th Street Station)

**SFEP: Summer Business Analyst**

Astarte Medical is seeking a talented student who is interested to test out the start-up life while working to make a difference in the lives of our nation's most vulnerable patients, preterm infants. We are developing NICUtrition, software for use in the Neonatal ICU of hospitals to improve outcomes for infants and support clinical teams in delivering better care.

We are seeking a self-starter, jack of all trades who wants to add value to our company and its growth in the areas of marketing, project management, social media, business analysis and strategy. Our intern will have direct and frequent access to founders and top management and experience a summer in the life of a high growth, mission-oriented start-up.

Specific projects may include, but are not limited to:

- Sales support for presentations, key meetings and internal planning, including HubSpot our CRM
- Series B fundraising prep including pitch deck refinement, investor identification and tracking
- Business development research – identifying partners and crafting fit/reciprocity of engagement
- Draft business case and research business model for Equitable Care offering to reduce racial disparities in the NICU

**SETVI**

SETVI is a mobile sales application and platform. The SETVI Platform creates a more efficient sales process, which enables organizations to close more deals and increase sales revenue. We are a technology startup led by Drexel and Penn Alumni and are backed by Investors in the Philadelphia area. Some of our customers include Middleby, Telabio and JLL.

Organization Address/Location: 3401 Market St Suite 200 Philadelphia, PA 19104
Accessible via Regional Rail (30th Street Station)

**SFEP: Software Developer Internship (Mobile and Web Development)**
Who you are:

- You are highly motivated and have a passion for designing, creating and owning great products.
- You thrive in a collaborative environment, working side by side with people of all backgrounds and disciplines.
- You have strong verbal and written communication skills, with impeccable attention to detail.
- You’re a problem solver and can efficiently debug, troubleshoot, and implement solutions to complex technical issues.

What you bring to the table:

- Experience in any of the mobile / web programming languages like c#, Java, React, Angular
- An interest in, understanding of, or experience with Design Thinking methodology.
- An interest in, understanding of, or experience with Agile development methodology.
- Flexibility to work across architectures -- Native app development, frontend web application, UI/UX, etc.

What you’ll do:

- You’ll work in an Agile, collaborative, startup environment.
- You’ll help design, code, and test a customer-facing data analytics web application using modern UI frameworks.
- You’ll help create a web application by employing your knowledge in Design Thinking to provide exceptional user experience, high performance, quality and stability.

Neuroflow

NeuroFlow is a digital health company combining workflow automation, engagement tools, and applied AI to promote behavioral health integration in all care settings. NeuroFlow’s suite of HIPAA-compliant, cloud-based tools simplify remote patient monitoring, improve risk stratification, and facilitate collaborative care. With NeuroFlow, care teams can finally bridge the gap between behavioral and physical health to improve outcomes and reduce the cost of care.

Organization Address/Location: 1635 Market Street, Philadelphia, PA 19103
Accessible via Septa Regional Rail (Suburban Station)

SFEP: Marketing Strategy Associate

Responsibilities:

- Assist with coordination and execution of marketing initiatives
- Lead the data cleaning and optimization efforts to ensure our CRM is the source of truth for marketing and sales
- Assist with coordination and execution of marketing initiatives
- Conduct Ad hoc research including industry trends and market size
• Grow social media audience and referral traffic from social media channels -- Take a proactive approach to using social media as a source of growth by monitoring key topics, industry trends, audience resources, and target accounts
• Collaborate with product and sales to manage and maintain our due diligence and competitive analysis efforts
• Identify key industry analysts and researchers for us to brief and educate on our technology
• Work on projects related to the optimization and performance of our digital marketing and content strategies (e.g. data collection and analytics, reporting, A/B testing, SEO, etc.)
• Manage our awards calendar and coordinate award submission

About You:

• You love a fast-paced environment and thrive when tackling the hardest challenges
• You’re always looking to find new ways to solve problems, and you’re excited to move the mental health industry forwards through technological innovation
• You are comfortable self-leading, working to improve yourself and your abilities every day
• You are perceptive and able communicate concisely through writing and visual presentations
• You know how to advocate for your work and point of view when presenting to team members
• If others had to describe you, detail oriented is an understatement
• You are passionate about digital health and excited to work in a challenging startup environment
• You’re a fast learner and believe open and often communication is a critical key to success
• You always get your work done in a timely manner

SFEP: Engineering Associate

Responsibilities:

• Guide projects through all aspects of the development process, including design discussions, point estimations, and code architecture decisions
• Transform complex workflows into intuitive and delightful user experiences
• Collaborate with other engineers and the Product and Design teams to plan and execute stories
• Participate in all steps of the Agile software development life cycle
• Collaborate with the Data Science and Product teams to ensure that our system collects meaningful and accurate data that allows us to continually improve our users’ experiences

About You:

• You love a fast-paced environment and thrive when tackling the hardest challenges
• You’re always looking to find new ways to solve problems, and you’re excited to move the mental health industry forwards through technological innovation
• You have development experience with a variety of programming languages and paradigms (Python preferred)
• You know your way around relational databases
• You are comfortable self-leading, working to improve yourself and your abilities every day
• You’re a fast learner and believe open and often communication is a critical key to success
• You always get your work done in a timely manner

SFEP: Health Policy Associate
Responsibilities:

- Conduct literature reviews on value-based care, medical billing codes, and behavioral health delivery models
- Provide reports to keep the NeuroFlow Clinical Operations team up to date on the latest policies and regulations related to internal strategies
- Engage in mental health thought leadership discussion with blog and media posts
- Maintain internal spreadsheets and documents related to value-based care and regulations

About You:

- You are a pursuing a degree in psychology or health policy related field
- You have a basic understanding of the U.S. Healthcare System
- You understand value-based care and the “Triple Aims” of health care reform
- You are interested in mental health policy as an opportunity to make an impact in your community
- You love a fast-paced environment and propose creative solutions to problems
- You are comfortable self-leading, working to improve yourself and your abilities

CampusESP

At CampusESP, we develop innovative solutions for student success. Many technology solutions address student advising needs by reaching out (or "nudging") students. CampusESP is unique. Instead of vying for the attention of busy college students, CampusESP "nudges the nudgers": students’ parents and family.

Why do we care about parents? Good question. Our research shows that college students interact with their parents more than 13 times a week. We understand that parents, as the most influential people in their students’ lives, can directly impact student success... if they’re informed.

CampusESP provides strategic, curated content to parents and families to help them better advise their student. Think social-media-platform-meets-CRM, plus secure data control for students. We’re working with major universities like Penn State, Auburn, Temple, and Towson to support their student retention, recruiting, and giving goals.

Organization Address/Location: 30 South Fifteenth Street, Philadelphia, Pennsylvania 19102
Office accessible via SEPTA Regional Rail (Suburban Station).

SFEP: Content Management & Business Development Internship

We are looking for a talented and driven content manager to join our team. You will be responsible for creating and sharing content for existing customers (which goes out to more than 500,000 users), as well as business development content for our lead generation efforts.

Our ideal candidate is a college student or graduate with demonstrable writing skills. As a content manager, you should perform well under deadlines and be detail-oriented. We are looking for someone to take ownership over their work and dive right in. If you have creative ideas about how to engage our audience online, grow our company and ensure a positive customer experience, we’d like to meet you. If you are interested in higher ed or entrepreneurship, or better yet both, we REALLY want to meet you.
Responsibilities include but are not limited to...

- Create, schedule and publish engaging content for more than a dozen campus accounts
- Produce content for our lead generation and business development efforts
- Follow industry-related news and generate ideas around trending topics
- Manage our editorial calendar to ensure timely publication
- Monitor portal traffic and user engagement metrics (e.g. click-through rates, conversions and bounce rates)
- Identify gaps in our content and recommend new topics

Qualifications

- Excellent writing skills, organizational skills and attention to detail
- Work experience in content management, journalism, marketing, PR, or related fields
- Basic knowledge of web publishing, user engagement and other web traffic metrics
- Ability to work independently, take initiative, and manage your own schedule
- Willingness to work hard, be strategic, and do the right thing for the business

EnviroKure

EnviroKure is a producer of high value, environmentally-friendly liquid bio-organic fertilizers. Our highly efficient, clean, zero-waste system creates microbial-rich, organic fertilizer from an environmentally-challenging waste stream (chicken manure). The breakthrough technology is secured by two awarded patents, three patents pending, providing a significant leap toward a fully sustainable food production system. We have pursued a dual approach of developing and commercializing the technology simultaneously, enabling rapid empirical/market feedback that has resulted in accelerated development of the manufacturing process and intellectual property.

Using its patented, proprietary process, EnviroKure technology recycles nutrients from raw chicken manure into highly refined, pathogen-free liquid bio-organic fertilizer. EnviroKure products improve soil and plant health, and increase crop yields.

Organization Address/Location: 5222 E Comly Street, Philadelphia, PA 19135
Accessible via Septa Regional Rail (Bridesburg Station)

SFEP: Marketing & Product Development Intern

Marketing
1. Develop or expand in-depth understanding of promoted products and relevant advertising revenue metrics
2. Gather & analyze data, information, and research (e.g., market data, competitive analysis, advertiser/consumer research, etc.) through quantitative and qualitative mechanisms to make decisions on critical strategic issues
3. Help produce, develop, and improve metrics and reporting
4. Assist sales with preparing shipping documents and literature packages for customers
5. Research and create content for social media distribution. Develop social media schedule, monitor and post to EnviroKure accounts
6. Work with marketing agency, coordinating input and direction from EK team members
Environment/Social Impact
1. Gather information to support development of environmental/social impact statement

Product Research and Development
1. Support literature review development and maintenance
2. Learn process for nitrogen sample testing, CO2C Blast test and pathogen sampling. Upon established proficiency, perform tests under supervision of science officer
3. Assist in grow room research, including daily monitoring and recording. This will include development of basic horticultural and lab skills
4. Collection of agronomic data from growers for internal analysis and testimonial development

General

1. General office administration, including filing, copying, package preparation and phone answering.

Thermaquil

Thermaquil is developing drug-free nerve block devices based on novel biological mechanisms that we've discovered. Conclusively proven to work in humans with ongoing clinical trials.

Thermaquil co-founder Professor Tai discovered novel biological mechanisms to block overactive nerves without use of drugs or causing nerve damage. Thermaquil is developing nerve block devices based on these new mechanisms-of-action. We are currently running two clinical trials.

Organization Address/Location:
Headquarters Address: 3401 Market St, Suite 200, Philadelphia PA 19104 (ic@3401)
Workspace: 80 W. Lancaster Ave, Devon (Wayne) PA 19333 (UIF)
Offices are accessible via R5 Septa Regional Rail (30th St. Station and Devon Station)

SFEP: Clinical Trial Data & Analysis Intern

Clinical trial data entry and analysis to generate insights and improve the patient experience.

We could use help entering, analyzing and acting upon the large amount of subject data that we're collecting in ongoing clinical studies, especially as more subjects start using therapy daily at home. It is critical that you are very detail oriented and also have the ability to see the big picture and how it all fits together. Also critical to be empathetic and able to understand the challenges of life with severe chronic pain. There will certainly be a lot of data entry and analysis in this role, thought it should be rewarding for the right person as we glean insights to better understand who best responds to therapy and other ways to improve aspects of the patient experience. This likely will include revisions to the forms and diaries that are used to collect subject background and treatment/follow-up data to improve clarity or impact. It could also include creation of training videos to guide subjects through starting to use the system at home and how to properly complete the diaries.

As such, this could be one or two roles depending on student interests and availability:
1) The first key responsibility is data entry and analysis, which includes suggesting improvements to Thermaquil's data management processes and then implementing those changes. Familiarity with basic statistics will be helpful. This also includes modification of subject-facing forms to improve the quality of data that we receive back from subjects.

2) The second key responsibility relates to development of training materials to streamline onboarding of new Subjects, Sites and Research/Clinical Coordinators. This could include training and/or demonstration videos, collateral materials such as a Welcome Letter and written Onboarding Guides.

You should have an opportunity to spend a couple of days in a clinic observing subjects in the trial, after completing mandatory HIPAA and GCP training courses. We are working with some of the best known pain specialists and neurosurgeons in the world; many are investors in the company. Also, as a startup company, we have a lot going on at all times and relatively few people so there may be opportunities to get involved in other ways if desired, depending on your interests and what comes up.