## IndianRaga High School Paid Educational Internships 2016

IndianRaga is proud to partner with **Aver Technologies** to offer an exclusive series of 3 paid educational internships to rockstar high school students. Interns will be offered a $500 Fellowship on successful completion of the projects. Candidates can apply and complete it from any location.

These internships will offer an invaluable opportunity to develop critical leadership and business skills, working remotely, and create meaningful impact in a fast-growing, award-winning startup founded at MIT.

Interested candidates should submit a 3-min video or a 1-page typed Statement of Purpose in the box below to apply. The video or statement of purpose should contain
1. An overview of the skills that the candidate brings
2. The purpose of applying to this internship and how many hours per week the candidate can commit
3. A 4-sentence summary on each project explaining how they propose to effectively achieve the goals therein
4. Risks that they foresee in successfully completing the project and how they propose to address them

Please submit your applications to info@indianraga.in

**Internship Description:**
The IndianRaga High School Educational Internship is structured as a series of mini-projects, each created to educate young leaders on developing a specific skill set or competence. The brief project descriptions are provided below, along with some details on maximizing the engagement with the supervisor for the intern's learning benefit.

Intern and Supervisor will have a weekly mandatory call to discuss updates, receive guidance and learning material to help aid the execution of projects. This call will be conducted via Google Hangout at a mutually convenient time every week.

**Projects and Descriptions (Each Intern will be expected to complete all 4 projects unless otherwise discussed) :**

**1. Learning Effective Customer Acquisition Methodologies**

Goals :

- ❏ Learn to convey value proposition of a product and convince a customer to adopt it
- ❏ Convince 5 instructors to put up a course each on IndianRaga's educational platform.

Overview :

- ❏ When potential customers are approached, 50-60% may be open to receiving more details
- ❏ Of this group, about 10-20% may end up getting convinced to take action and try out a product
- ❏ Hence leaders must reach out to a significantly larger group to achieve their goals
- ❏ IndianRaga offers instructors a strong and meaningful avenue to generate residual income through putting up educational courses on its platform at www.indianraga.com/course
- ❏ Intern would be provided with training on features and advantages of this platform, and be expected to reach out to various instructors (online + offline) to support them launch courses on the platform

**2. Learning to Generate Customer Feedback**

Goals :

- ❏ Reach out to existing IndianRaga customers, and request them to review courses
- ❏ Get 50 customer reviews on the IndianRaga portal (Contact info will be provided by IndianRaga)

**3. Social Media Engagement in the 21st Century**

Goals :

- ❏ Maintain an IndianRaga social media account, and boost engagement
- ❏ Analyze audience interaction trends and develop social media strategy

IndianRaga will make the intern an admin of the company's Instagram account. Intern can then discuss with the supervisor on creating suitable content and promoting it via Instagram to build a base of atleast 5,000 followers and generate meaningful conversation and outreach.

**4. Tools for effective in-person marketing and outreach**

Goals :

- ❏ Promote IndianRaga at the grassroots level through innovative marketing and outreach
- ❏ Make presentations to key teachers, audiences and artists to explain what IndianRaga does

Supervisor and intern will identify at least 3 suitable events in the intern's neighborhood or community. IndianRaga will provide the support to intern in terms of training and materials to be able to present a specific pitch. There will be discounts and special offers made available to the intern to generate interest.

**Skills Expected :**

Intern must be familiar with or willing to quickly learn the following :

- ❏ Microsoft Excel
- ❏ Microsoft Powerpoint
- ❏ Basic video editing on Windows Movie Maker or iMovie

**Number of Hours Expected :**

We expect 10-15 hours per week of work, for about 3 months