Delayly
ACCURATE REAL TIME TRAIN DELAYS

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SPRING 2012 STARTUP MARKETING INTERNSHIP

Delayly is a mobile application that provides accurate, real time delays for public transit beginning with delays along Amtrak's keystone service. Delayly is looking for a marketing intern to apply Lean Startup principles to the app including completing a business model canvass and testing its assumptions with a heavy emphasis on customer development. Please Google Eric Ries and Steve Blank if you aren’t familiar with these concepts.

Unlike other internships, you will have a substantial marketing role in a bootstrapped startup walking distance from campus.

Intern responsibilities

● Brainstorm business model canvass assumptions with others
● Test the assumptions
● Work with the app developer to iterate the product
● Sign up users at train stations
● Talk with users
● Drive potential users to the website using Twitter

Additional details

● Work schedule is flexible and can be negotiated
● Unpaid internship; however, expenses will be paid including travel to Philadelphia, conferences, and otherwise that will be a part of this internship
● All interested full-time students should apply
● I will provide the environment and documentation to the college for an internship for credit if applicable

Prospective interns should email their portfolio (if applicable), resume, and explain why they are interested in the internship to bendonahower@gmail.com. If there is anything that you would like me to clarify before applying, call 717-884-9789.