



## Market Research & Strategy Internship

### General Info

Commitment: Minimum of 3 months (longer preferred); minimum of 15 to 20 hours per week (flexible as to when hours are worked as long as deadlines are met, although some projects may require being available during regular business hours)

Location: US

Compensation: Unpaid, but willing to coordinate with university for credit, if applicable

Start Date: Ongoing basis

### About Nwapa Snail Farms

Nwapa Snail Farms ([www.nwapasnailfarms.com](http://www.nwapasnailfarms.com)), our current company, is a start-up business with lofty ambitions and very aggressive growth plans. We are developing the largest commercial snail farm in Africa. In addition to generating substantial profits, our mission includes 1) eliminating market inefficiencies within local markets 2) creating substantial economic opportunities for those at the Base of the Pyramid (BoP) and 3) utilizing all components of the snail in developing and commercializing innovative and highly sought after products.

We are now preparing to launch and grow a US based consumer products company which will all be based around certain components of the snail. **The internship position will primarily be focused on the new US based consumer products company.**

Our company name Nwapa is based on the Twi (the predominant indigenous language of Ghana) word Nwapa, which literally means "Good Snail" or "Snail That Provides Good." We look forward to producing and commercializing snail-based products that are good for people, animals, the environment, and all other beneficiaries of our products.

### Internship Program

We are seeking 1 to 2 interns to join our fast paced team to help us formally prepare and launch the business. Initially, we are looking for individuals to work with us for a minimum of 3 months, however at the end of the internship we'd be happy to discuss longer-term opportunities that may be available (based on current business needs and your performance during the internship).

While our internships are unpaid, we provide a fantastic learning environment and the ability to be a part of a very exciting, innovative start-up. Furthermore, we provide ample opportunities to make significant contributions to the team and expect to see an impact from day one. What you do will matter.

### Responsibilities

Interns will work on real world projects that directly make a difference to the success of our business (if you are just looking for an internship where you go pick up coffee or make photo copies, this isn't the place for you).

This position will be very heavily focused on market research & strategy associated with the launch of the new business. While not meant to be exhaustive, type of projects may include, but are not limited to:

- Understanding the overall landscape (both US and abroad) for the types of products that we are looking to launch;
- Designing & administering surveys to potential customers to really determine and understand consumer preferences, buying habits, motivations, etc. related to the

- purchase and use of related products. This data will serve as a critical input into helping us form the basis and strategy for how we position and roll out the new company;
- Developing a competitive landscape of other competitors in the market;
  - Based on data, make recommendations on how to roll-out & position our products in the marketplace;
  - Identifying key “evangelists” for our products
  - Brand Development
  - Development of sales & marketing plan / strategy
  - Other special projects as needed

### Required Qualifications

At a minimum, we are looking for individuals who possess the following:

- Impeccable sense of integrity and honesty
- 3 month commitment minimum; 15 to 20 hours per week (when the hours are worked can be flexible, as long as project deadlines are met)
- Entrepreneurial, independent and comfortable moving forward in new areas with lots of ambiguity with minimal supervision (we are willing to provide guidance and support, but don't have time to babysit)
- Positive, humble and easy-going attitude strongly preferred
- Experience working in start-up environment is an added advantage
- Passion for our vision and mission
- Preference given to those with strong marketing, market research, or strategy background or other similar skillsets

### Why Join Our Team?

In addition to the bragging rights associated with working for an African snail farm (which is awesome in and of itself and enough of a reason to join our team), we offer our interns the following:

- A professional challenge in helping to set up and grow a start-up business that has significant potential
- Real world experience to put on your resume
- Flexible work schedule
- Nwapa Snail Farms t-shirt (as soon as they get designed)
- Snail Racing

### Next Steps / Contact Us

If you believe that your background, skills, experience, or passion make you a good fit for our internship program, we'd love to speak with you. Please send your resume **and** cover letter to [jobs@nwapasnailfarms.com](mailto:jobs@nwapasnailfarms.com) Please include “Internship Program” in the Subject Line and make sure to include how you heard about the position. We will review applications on a rolling basis.