

## Entrepreneurship Empowerment Intern

### Objective:

The Entrepreneurship Empowerment Intern position will primarily work on two projects for Startup South Bend – Elkhart: researching AI-based tools for back-of-house operations for small businesses, and website content updates and interactive newsletter discovery. Both projects require attention to detail and some knowledge in **research and web design**. Remote work is possible for this role. Our offices are based in South Bend, Indiana.

### Project 1: AI Toolkit and Education research

Feedback from survey results and one-on-one conversations shows there is significant interest in assisting regional small businesses in leveraging AI tools, especially for back-of-house operations. This project involves the following core activities:

- Work with the Entrepreneurship Ecosystems Director and local partners to identify appropriate back-of-house operations that could be enhanced using current and emerging AI tools.
- Understand the operational needs of small businesses and what tools they are currently using.
- Output: Organize and categorize a set of AI tools based on the research above.
- Output: Identify and outline possible service providers and educators
- Output: Implement an educational framework (webinars, seminars, LMS platforms, in-person workshops, etc.) to communicate and empower local businesses with these tools, beginning in the 2<sup>nd</sup> quarter of 2024.

### Project 2: Website Refresh and Newsletter Recommendations

The Startup South Bend – Elkhart website (<https://startupsouthbendelkhart.com/>) is in good shape, but needs a refresh with more current content, new photos/videos and the addition of new resources. Additionally, we'd like to revamp the monthly Entrepreneurship Newsletter used to communicate upcoming events and highlight regional entrepreneurial success. This project involves the following core activities:

- Work with the Entrepreneurship Ecosystems Director, marketing department and web developer to inventory all pages of the website including:
  - Discovering outdated information
  - Categorizing pages
  - Identifying content flow
  - Identifying opportunities for enhanced photo/video content
- Research and catalog dynamic newsletter models from peer entities
- Research meaningful social-media-ready entrepreneurial content outside of the newsletter and website.
- Output: facilitate new/updated content and develop seamless content connections for the website.
- Output: provide models, formats and recommendations for a revamped newsletter. Work with the Entrepreneurship Ecosystems Director and Marketing Department to implement.
- Output: a recommended campaign calendar, inclusive of social media content and newsletter.

### Schedule and Compensation

180 hours over 3 months (average of 15 hours/week)  
\$12.50/hour

To apply, send cover letter and resume to:

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