



# PROJECT PROPOSAL

powered by



AIESEC in Austria  
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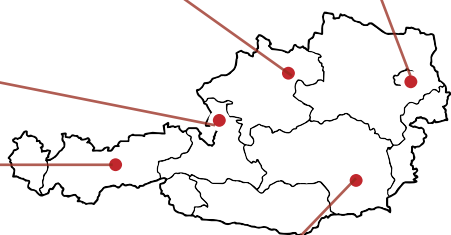
Proposal valid until  
31 January 2020



# WE BELIEVE LEADERSHIP IS THE FUNDAMENTAL SOLUTION



**Empower Austria is powered by AIESEC**, the largest youth-led organization in the world, facilitating **professional and voluntary leadership opportunities** for over 70 years. We develop youth in a global learning environment which consists of over 120 countries and territories.



**In Austria, we are present in** Vienna, Linz, Graz, Salzburg and Innsbruck.

**In the last two years alone, we have been working with over 150 startups in Austria**, connecting them to motivated and engaged young talents from all over the world. In doing this, we strive to give an added value to both our startup partners

by providing them the talent they need to take their venture to the next level, as well as to the young people taking part in the internships, by supporting them throughout their leadership experiences.



# Empower Austria

Empower Austria is a cross-cultural project, where young entrepreneurial talents from diverse environments bring added value to startups in Austria.



Interns arrive  
**January**



Job duration  
**8-11 weeks**  
+1 week preparation



Alongside  
**100 interns**  
in Austria



**SIMPLE  
& AFFORDABLE**

AIESEC makes acquiring bright and fresh minds from around the world much easier than recruiting locally. Meet your short-term skill requirement by bringing in young talents from diverse backgrounds in an affordable way.



**BOOST YOUR  
WORKPLACE**

Tailored to the fast-paced and dynamic culture of today's world, Empower Austria gives you the opportunity to engage the next generation in your startup scene. By connecting you with high potential young people who are eager to explore, your workplace can evolve with an international edge.



**ENABLE  
YOUTH**

Hire interns who are passionate to learn and contribute to your venture's purpose as much as you are. Enable a fulfilling experience for them as they keenly take on challenges that a startup workplace brings with it.



**REALIZE  
TOGETHER**

Be part of this unique community and expand your network through events, where you will have the opportunity to connect with start ups and youth that are part of Empower Austria.



# LET'S TALK PROFILES

To minimize training and integration efforts in your team, startups choose from four specific job descriptions for their interns, which directly address tasks that startups typically need to complete.

The majority of our interns are  
**20 - 28 years old**

and they speak  
**English, Spanish, Portuguese, Italian, French,  
Ukrainian, Russian**

## BUSINESS & MANAGEMENT

- ✓ SWOT Analysis
- ✓ Strategic planning
- ✓ Product development plan
- ✓ Financial forecasting
- ✓ HR and talent management
- ✓ Reporting and evaluation

## MARKETING

- ✓ Brand positioning analysis
- ✓ Finding new channels
- ✓ Market segmentation and research
- ✓ Referral analysis
- ✓ SEO and SEM
- ✓ Digital Marketing

## SALES

- ✓ Market segmentation
- ✓ Market research
- ✓ CRM creation or management
- ✓ Lead generation & acquisition
- ✓ Account management
- ✓ Reporting on sales project

## INTERNATIONALIZATION

- ✓ Research trends in int'l market
- ✓ Competitor analysis
- ✓ Marketing mix definition for international market
- ✓ Translation of marketing materials
- ✓ Internationalization plan



# OUR TIMELINE

To provide the most flexibility to both our startup partners and interns, we will run the project in two waves this summer - from June to August, and from July to September.

## Important Dates

January 6th-10th ..... Interns Arrival  
 January 11th-12th ..... Incoming Prep. Seminar  
 January 13th ..... First Day of Work  
 March 20th ..... Last Day of Work

AUG

SEP

OCT

NOV

DEC

JAN

FEB

Sign up to  
be a startup  
partner

Intern  
Selection

Preparation  
of chosen  
candidates

Candidates  
arrival

Internship  
Jan - Mar

# OUR PRICING

Our cost structures are based on an accurate awareness of the financial challenges start-ups face.  
 To provide maximum flexibility, our pricing offers two different packages.

## FULL PACKAGE

Service fee



**399€**  
per intern

Accommodation



**100€**  
per intern per week

## INTERN PACKAGE

Service fee



**399€**  
per intern

Accommodation



**0€**  
Accommodation arranged by you



# MAKING A SELECTION

A fast process is essential to securing the best candidate. To keep our process fast and efficient, we will present a suitable candidate within a few days from opening applications, and complete the final selection within two weeks in total.

## **STEP 1 : OPPORTUNITY PROMOTION**

After the contract is signed, we create your opportunity on our online portal, we will promote it through various channels, and candidates will apply. At this stage it is important to define the time slots for the upcoming interviews.

## **STEP 2 : SHORTLISTING**

Once we receive applications we will proceed to pre-screen and shortlist the candidates based on their CV and a short video that applicants will send after applying. When we find a candidate we believe to be suitable for you, we will send you his/her CV and profile.

## **STEP 3 : INTERVIEW**

In this step, you have the chance to interview the candidate we provided you with. If you are unsure the candidate is suitable for your startup, we can provide you with a second option.

## **STEP 4 : FINAL DECISION AND PREPARATION**

When you are ready to accept your candidate, you will inform us of your final decision. From here on out, we will proceed with the travel, legalities and development preparation of your chosen candidate.



SUPPORTED BY



## Are you in?

Through the Empower Austria project, AIESEC has already proven to be a reliable talent partner to 150+ startups in Austria. This year, we seek to grow this number even further, to truly benefit the Austrian startup ecosystem, as well as motivated, talented young people worldwide. We'd love to have you as a partner too! If you have any questions, feel free to reach out to us at the addresses below. Looking forward to hearing from you.

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**AIESEC in Austria**

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Empower Austria  
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