

SUMMER PRENEURSHIP

2015 edition



ENTREPRENEUR

Sebastian Leugger

VENTURE

Veganaut

WEBSITE

veganaut.net



Business Developer

YOUR JOB

- join our CEO Sebu in devising and testing ways to make money with our gamified community platform
- talk to potential customers, find out what they need, how we can help them and what they'll pay us
- evaluate different business models, keeping in mind market size and market structure, cost of customer acquisition, customer retention rates and effects of scaling (we want Veganaut to be scaleable globally)
- Be prepared to do other business related things; predicting the future is impossible and by the time the internship starts in June our plans might have changed; we're a startup!

YOUR PROFILE

- You enjoy doing business and thinking about business, both in qualitative and in quantitative terms
- You're comfortable with us having a playful attitude towards business, whether or not you share this attitude
- You like being honest and you like others to be honest with you; you know bullshit when you hear it, and when you say it yourself
- You don't have to be vegan or vegetarian; actually, we like to work with people who aren't (because diversity)
- You don't have to be based in Zürich; we live in Bern, so that would work just as well
- You speak English and German

ABOUT US

- We want to connect individual consumers, innovative producers, grassroots activists and NGOs, empowering them to make more and better vegan food accessible everywhere.
- Veganaut's core team is Toby (CTO) and Sebu (CEO). We're brothers, we're from Bern, and as a hobby we run a vegan event and catering project together with a few friends. Toby is head of development in an established web agency and works for Veganaut in his free time, Sebu is self-employed and Veganaut is his main project. Very important: We'll be on holiday for two weeks starting on July 11th. Very important to us, that is.
- Our platform has been online in beta testing mode since October 2014 and will be launched publicly any day now (by the time you're reading this it will probably be live). We're preparing a pilot with our first paying customer and are in contact with other potential customers.
- Veganaut is not incorporated yet; we're open to you being one of the co-founders you want to commit after the internship and if we're grooving together.
- We'll pay you the salary that you'll negotiate :-). Negotiating is fun and instructive. Hint: Toby never got a salary from Veganaut and Sebu got less than 700 CHF/month last year. But what about this year? What can Veganaut make with your help, and how big will be your share?