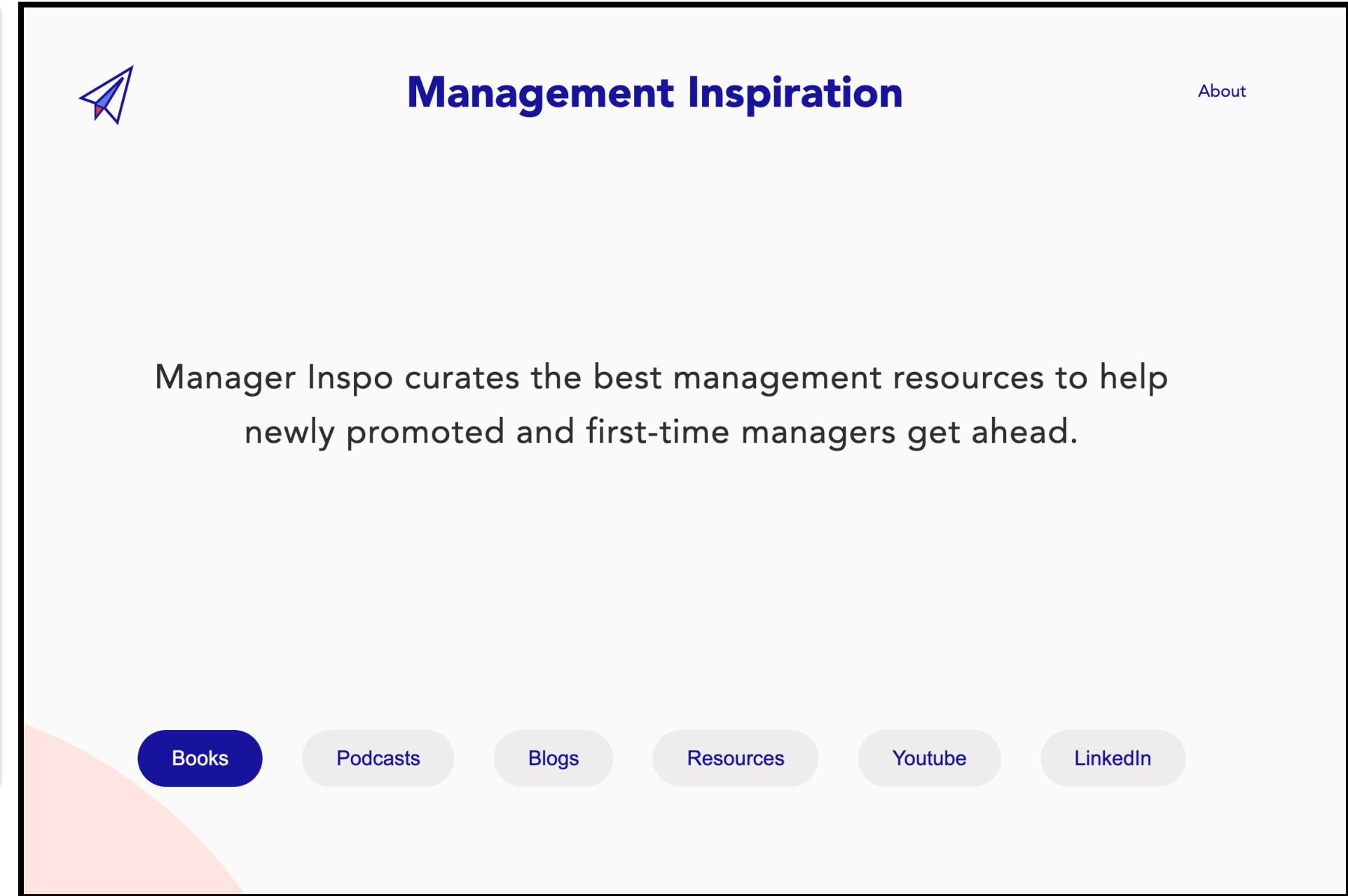
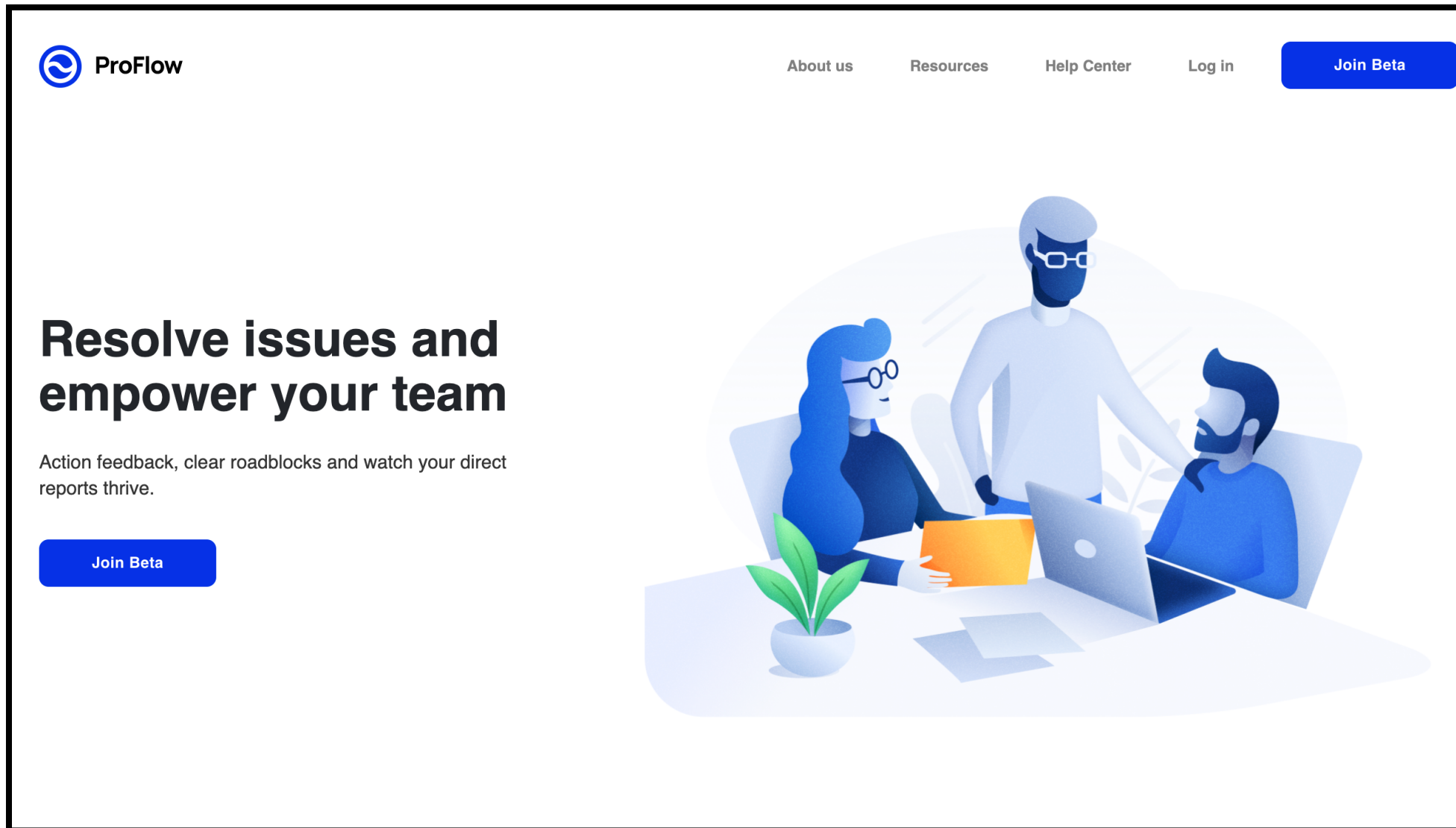


GROWTH AND ANALYTICS SUMMER INTERNSHIP

RACHEL JI, KARSH INTERNATIONAL SCHOLAR, CLASS OF 2022



Introduction

Like many other students, my summer plans for 2020 were cancelled due to COVID-19. During this time, I reached out to Harrison Uffindell (New Zealand entrepreneur, founder of ProFlow) and was fortunate to be bought on as ProFlow's first ever intern.

ProFlow empowers people managers with the confidence and clarity to run high performing teams. Employees raise issues (e.g. a blocker) and managers collaborate with their team on ProFlow's platform to resolve those issues.

Over the 10-weeks, my high-level goal was to accelerate the growth of ProFlow across analytics, user acquisition and operations. This consisted of these three key focus areas: Data & Analytics (tracking user data), Growth (marketing automation, performance marketing, SEO) and Operations (assisting with seed fundraising).

My weekly schedule consisted of a one-to-one meeting with Harrison, where I led the conversation covering what's going well and what could be going better. A highlight of my week was our team meetings and being able to connect, listen and share our updates with the design lead, engineering lead and marketing lead. Our small humble team of 5 spanned across 4 different countries.

Accomplishments

Here are the top 5 accomplishments I have completed over the past 10-weeks:

- 1. ManagerInspo.com**
I developed a website (see top right image) that curated different books, podcasts, blogs, resources, Youtube videos and LinkedIn groups to help newly promoted and first-time managers.
- 2. SEO Blogs**
Published 10 SEO articles, each ranking for certain keywords to generate organic traffic via Google. By building thought leadership and credibility, this allows us to provide value upfront to future customers.
- 3. Fundraising Deck**
Drafted the first version of the fundraising deck used for fundraising and investor outreach.
- 4. Compiled List of Target Funds**
Established a list of ~100 fundraising targets that were largely composed of VC funds across the US, Australia, New Zealand and Singapore as well as angel investors.
- 5. Social Media Sharing**
Content marketing is a core part of ProFlow's early customer acquisition strategy. I crafted ~50 direct, concise, and attention-grabbing captions based on existing content for ProFlow's social media channels across Twitter, LinkedIn and Facebook.

Final Learnings

Working directly under the CEO of an early-stage startup has given me incredible insight into the ins-and-outs of developing a software product and bringing it to market. The past few months has certainly been a rewarding, challenging and fulfilling experience.

I have full faith that ProFlow has the potential to be New Zealand's next unicorn startup and I hope to be a part of ProFlow's successful journey ahead.

Acknowledgements

Thank you to Harrison Uffindell for taking a chance on me as ProFlow's first ever intern, and the OUSF office for making this summer experience possible.

