

Entrepreneurial Fellows Program

Exciting Fellow Opportunity: Customer Discovery & Product Development

Are you a passionate and driven student looking for a hands-on experience in the world of entrepreneurship? Entrepreneurship begins with understanding specific needs faced by specific individuals. While new developments may be technologically superior to incumbent technology or enable new markets altogether, early-stage opportunities are resource constrained and must be efficient in technology development, customer identification, and intellectual property protections in order to make it to the marketplace. Join us at [MTU/NMU] and be part of our dynamic team, where you'll have the chance to make a real impact and shape the future of innovative products!

Position: Entrepreneurial Fellow

Location: [Marquette/Houghton], Michigan

Duration: September 2023 - September 2024 (year-long appointments hiring on a rolling basis)

Time commitment: 10 hours/week in the school year, up to 30 hours/week in the summer

Responsibilities:

- Conduct in-depth customer discovery interviews to uncover valuable insights, identify customer needs, and validate technology value propositions.
- Collaborate with cross-functional teams to develop prototypes of minimum viable products and refining concepts based on user feedback.
- Analyze market trends and competition to assist in developing a compelling value proposition and achieving product-market fit.
- Develop prototype devices/products that address identified customer(s) need(s).

Qualifications:

- Enrolled as a student (undergraduate or graduate) at [MTU/NMU].
- Strong interpersonal and communication skills, with the ability to engage and empathize with diverse customer and business ecosystem segments.
- Passion for entrepreneurship, innovation, and the drive to learn and adapt quickly.
- Ability to work collaboratively in a fast-paced, dynamic environment.

Additional Opportunities:

Outstanding performers in the program will have the chance to:

- Lead customer acquisition efforts and further refine the product based on user feedback.
- Explore the potential to create a startup company, taking ownership of the business and driving its growth.

Join us in this immersive experience and gain valuable insights into customer discovery, product development, and entrepreneurship. Don't miss out on this incredible opportunity to kickstart your entrepreneurial journey! To apply, please submit your resume and a brief cover letter outlining your interest and relevant experience to [nryenor@mtu.edu/cbodeman@nmu.edu] We look forward to seeing your passion and creativity shine!