

### **M&T Intern Fellowship Report**

This summer, I interned at a Philadelphia based startup called Yellowdig. Yellowdig is an information-sharing platform that enables classroom engagement through interactive collaboration. I had a great experience with this internship and can honestly say I learned a lot about the education technology industry, the inner workings of a startup, and about marketing and product management.

I came across Yellowdig by researching startups in the Philadelphia area and talking to M&T upperclassmen. One M&T upperclassman, Michelle Chan, was especially helpful in gaining this internship. I asked her if she knew of any companies in the area that were hiring and she told me she'd heard of Yellowdig. I then searched and found the email address of the founder, Shaunak Roy, and emailed him about an internship opportunity for the summer. He responded within a few weeks, we had an onsite interview, and he offered me the internship for the summer a few weeks later.

My title for Yellowdig this summer was Manager of Engagement. During the internship, I undertook the roles of a marketing and sales intern in conjunction with the customer support manager. My main goal was to get Yellowdig more customers. I did this through a large email campaign, sending over 10,000 emails. By the end of the three months, this campaign helped build our pipeline by over 20 universities, securing two as full-time customers of the product.

Since I was working for a startup, I was able to be involved in many different areas of the company. After a few weeks, I took on the role of the customer support manager. I did this by creating Yellowdig's knowledge base (links below)<sup>1</sup>, and three videos introducing the product and helping students and professors get started, and by conducting over 15 webinars to professors introducing the product. I was also able to see a bit of the VC/investor side of company by researching and compiling the data for an investor deck and reaching out to over 50 VC firms. Finally, I developed an ongoing student ambassador program to promote Yellowdig on college campuses.

This internship did help provide me with insights on my future career path. I learned that I love working for start-ups because I feel as though I'm actually contributing to the company right off the bat. I like the work hard atmosphere of a start up combined with the flexibility it offers. In the future, I'd love to try out working for start-ups in different industries to explore those further.

A big tip for underclassmen seeking internships is to not be afraid to send cold emails. That's how I got this internship and it was a great experience. Start-ups are mainly just looking for enthusiastic young talent. Another tip is and to reach out to upperclassmen because they've been through the process and are extremely helpful.

---

<sup>1</sup> Help center- <http://help.yellowdig.com/hc/en-us>

Intro video: <https://vimeo.com/134192166>

Student- <https://vimeo.com/134896998>

Professor- <https://vimeo.com/134897636>

