ACADEMICS FOR COMPANIES

STUDENTS@STARTUPS

Humain

2020-2021

AFC

Name internship *A short but strong name that will be displayed on the platform*	Execute Marketing Strategy on AI adoption in business
Startup description *Background and context of the company*	Humain is a young AI startup dedicated to designing, validating and executing AI roadmaps for companies. Humain's general mission is to simplify human life.
Subject *Under what subject could the internship be categorized?*	Marketing – Business Development
Internship description *Detailed description of the internship* *-tasks* *-responsibilities* *-role in the startup*	AI promises to change the way we work forever. Between there and here is a pretty long road ahead of us, a big part of this is helping organizations see the power it already has today. We want every organisation that is starting to think about AI to come to us and we'd love to your help in getting them to us. - Tasks: Write & research blogs, develop & execute marketing strategies to position Humain relevantly, … - CMO at interim ;)
Why your startup? *Set of arguments why students should apply for this internship*	In my view we're working on the most important problem of early 21st century business which is enable the transition to AI powered in order to simplify human lives. Did you know that 85% of people are emotionally disengaged at work? That's one of the problems we're working to solve.
Type of trainee *What skills should the trainee have?*	Self-starter, obviously hungry to learn, marketing background is definitely a plus, good writing skills, eager to make a difference
Location *Where will the internship take place?*	Covid willing probably Leuven in the Cronos offices ☺
Availabilities *Which months is the internship available?*	All summer months
Language *Internships can be offered in Dutch or English.* *If desired by both parties, French is also an option.*	Business language is English – We speak both dutch & french
Positions *Can this internship be repeated? Can multiple people do it at the same time?*	1