

Postbys CSV Plan

Software Development Internship

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GEORGETOWN UNIVERSITY

Executive Summary

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Objective

Presentation of the first potential CSV initiative to focus, fulfill, and expand Postby's mission of innovation through equity.

Postbys: A Georgetown Accelerator Company

The Accelerator:

- 13 early-stage startup companies founded by Georgetown University alumni
- Access to the Venture Lab's experienced network of mentors, peers, and top subject matter experts
- 21 founders are participating in the fall cohort, with a majority of the teams composed of female and/or minority founders

**GEORGETOWN STARTUP
ACCELERATOR**
Made possible by a gift from the Leonsis Family

Creating Shared Value (CSV)

- Companies create new markets, improve profitability and strengthen competitive positioning.
- Better for Postbys: need value creation more than giving back at this stage

Corporate Social Responsibility (CSR)

- Companies integrate social and environmental concerns in their business operations
- Less effective for Postbys: in bootstrapping phase, the commitment is unadvisable

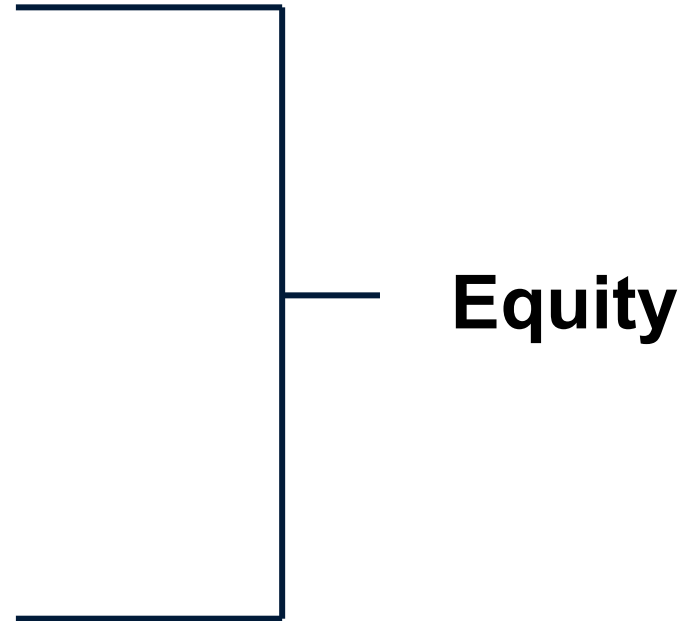
Creating Shared Value (CSV)

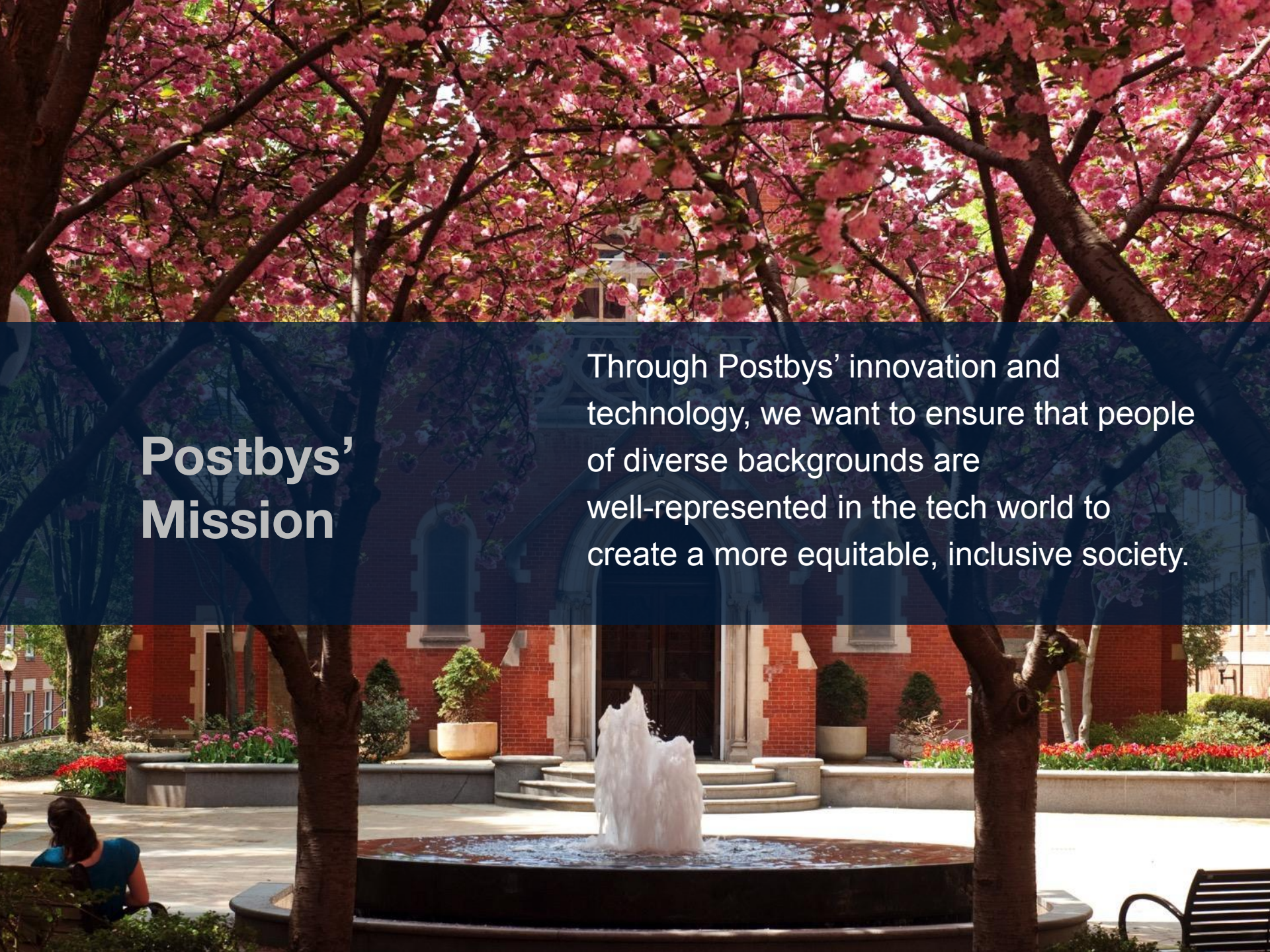
Postbys core values:

1. Mutual Effectiveness
2. Mutual Improvement
3. Mutual Transformation

Georgetown core values:

1. Academic Excellence
2. Community in Diversity
3. Educating the Whole Person





Postbys' Mission

Through Postbys' innovation and technology, we want to ensure that people of diverse backgrounds are well-represented in the tech world to create a more equitable, inclusive society.

Why Georgetown Scholars Program?

The Georgetown Scholars Program is a campus initiative that provides **support** and **resources** to over 650 undergraduate students, most of whom are the first generation of their families to attend college.

- Strengthen existing relationship with Georgetown
- Advances student career development and networks
- Celebrates equitable opportunities for underrepresented communities

→ GSP will contribute half the internship stipend (\$1,500)

The Internship

- Launch: Summer 2022
- Open to one student who is part of the Georgetown Scholars Program
- Applications open in January
- Intern will be awarded a stipend of \$3,000
- Remote work depending on the COVID-19 situation

Sample Responsibilities

Student:

- Research and test new software applications
- Debugging and testing code
- Collaborating with senior leaders
- Proactively learning about competitor technologies

Postbys:

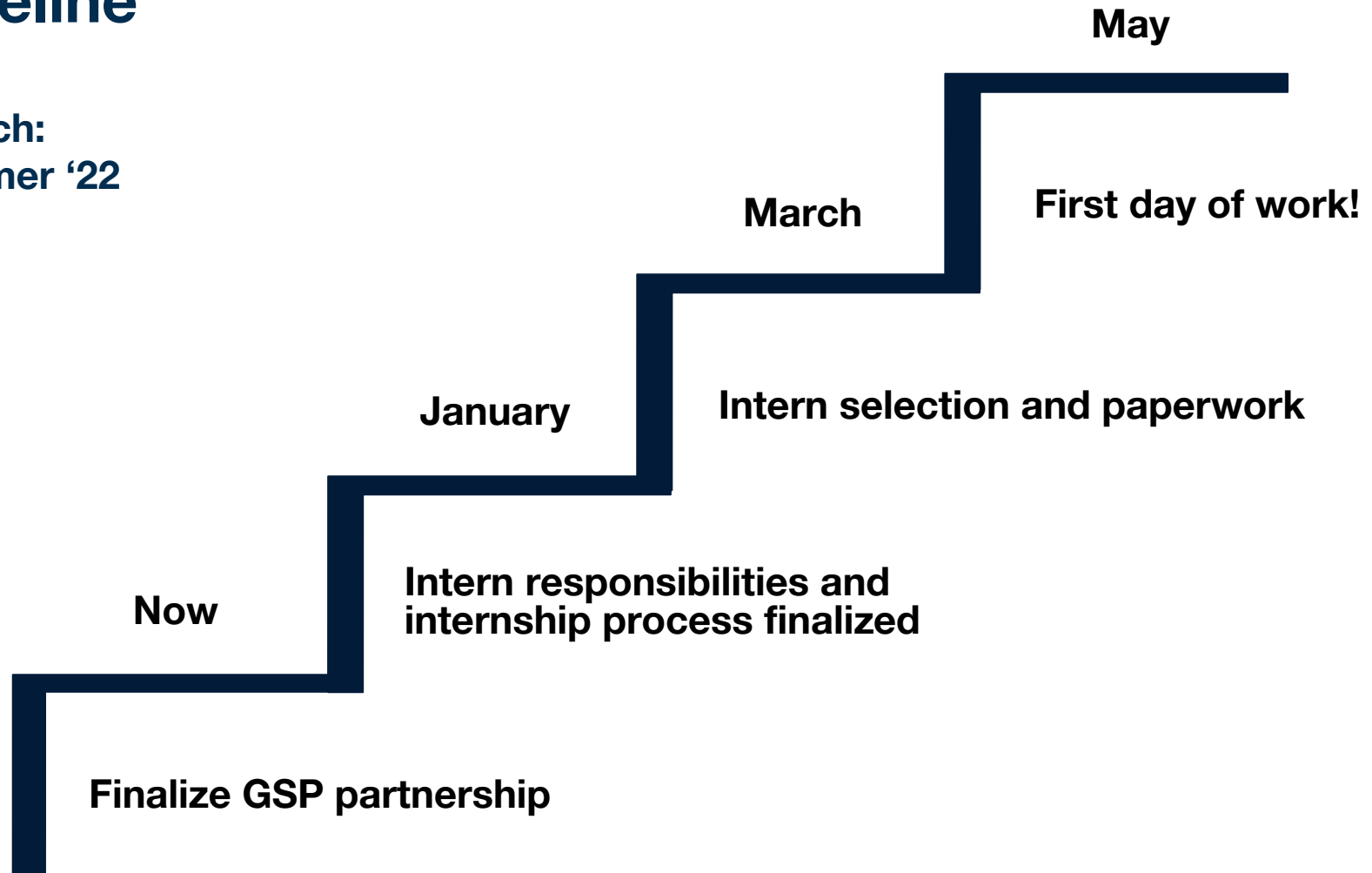
- Biweekly check-in meetings with intern
- Internship assessment
- Mentorship network

Why Pay \$1,500?

- Low-cost addition to software development team
- Better publicity for Postbys
- Talking points for potential investors, especially those with Georgetown connections
- Build talent pipeline to Postbys

Timeline

**Launch:
Summer '22**



Communications Plan

Overview:

- Launch
- Internship
- Marketing

Potential Risks:

- Alienation of underrepresented students not affiliated with GSP
- Limiting our community to Georgetown-affiliated students

Communications Timeline

Launch Phase

- Co-branded communications with GSP
- Press Release
- Website

Internship Promotion

- Cawley Career Center
- Hoya Gateway
- Word-of-mouth

Measurement & Marketing

- Review/update comms plan
- Social media (TBD)

Press Release – Sample

“We’re so excited to be supporting students at Georgetown, a university we admire greatly,” says Co-Founder and CEO Anvar Brooks. “We hope this program will help students accelerate their professional development and careers – something that’s valuable for life.”

Website – Sample

Website [here](#).



Postbys

Software Development Internship



Measuring Shared Value

This internship is designed to create shared value – good for the student *and* good for Postbys.

Measurement & Metrics

Student Survey Sample:

- What did you learn?
- How were you treated?
- Did you get another internship (or job) after Postbys?

Postbys Survey Sample:

- What did the student contribute?
- Are they returning for another semester? As an employee?

Metrics Sample:

- Website interaction
- Application numbers and diversity
- Job placements

Intern Criteria – Sample

Student Name	Score	Feedback
Software Capabilities		
Soft Skill Development		
Projects Completed		
Initiative		

Roadmap for the Future

Short-term Future Goals

- Continually improve current internship program
- Evaluate measurement and metrics for evolving business needs

Long-term Future Goals

- Expand program with social media internship
- Other schools

Ongoing

- 3- and 6-month career check-ins
- Monitoring interns' careers and marketing their successes in future campaigns