Brittany Joosten
Vienna Austria 2017
Global 489
Internship Portfolio
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The path that I have taken to finish up my Global Communications degree has been long and winding and the process of finding my internship placement has been no exception. For about the past year or so I have been casually looking across various internship placement programs, corporate job postings, and other career websites to find a suitable internship to finish up my degree. I had applied to over twenty specific international job postings with no luck in securing an internship. I used my international network that I had built up during my time abroad many years ago, but was still unsuccessful.

I began to look at the option of going through organizations that guarantee to place you into internships. Many of these placements were outrageously expensive, but I did some research about the student organization AIESEC, with whom I had previously interned, and began to look through their internship posting to find any suitable communications-related positions. Ideally I wanted to find a spot in Western Europe but I was definitely keeping my options open. In early November I applied to about eight internships on the AIESEC Internship Portal, with internship locations ranging from Portugal, Greece, Colombia, and Austria. I ended up getting interviews with three different companies, two being in Greece and one being in Vienna, Austria. Due to the time difference, one of my interviews was held at 3 AM and another at 630 AM, which was definitely inconvenient with my work schedule. One of my potential bosses gave me a small research project to complete in order for him to evaluate how well I can conduct research and draw out useful and concise information. I sent him my essay immediately and hoped that he wanted to hire me, since his business seemed to be the most interesting and in line with what I wanted to do. It was also in Vienna, Austria, which would be perfect for re-establishing and practicing my German language skills!

I waited anxiously for about a week to hear back from any of the business about whether they had wanted to interview me again. Finally AIESEC informed me that ConnectZ in Vienna wanted to hire me! I was extremely excited so I immediately filled out all the paperwork necessary, met with the study abroad office, booked my flight, and was ready to go. Everything had fallen perfectly into place...or so I thought.

I did have a last minute panic because AIESEC in Vienna informed me that I would need a Schengen Visa type C in order to participate in the internship, contrary to their previous statements of me not needing any kind of Visa paperwork. I hurriedly booked an appointment with the German Consulate in Chicago (since they issue Schengen Visa type C's for Germany and Austria). I had to anxiously wait two weeks to get an appointment due to the holidays. On the day of my appointment I drove to Chicago with a folder full of every possible document you could dream of needing to obtain a Visa. However, when I got to the German Consulate, they informed me that I do not need that kind of Visa to go to the Schengen Zone and that they would not issue it to me. I left shocked and unsure of what to do. I contacted the Austrian Embassy and the Austrian Consulate of New York (who oversees most of the

Luckily I was able to expedite my visa in New York!
Visa issuing to Midwest states) and the Consulate told me that Visas for volunteer student internships were a "grey area" but they suggested I go to New York in order for them to issue this Schengen Visa C "Beschäftigung". I didn't want to encounter any issues with the authorities during my internship so I obliged and had to spend the first four days of the new year in New York City to apply for this Visa in person, just days before my flight to Vienna. Luckily I had all of my paperwork in order and they were able to expedite my Visa so that I could return to Milwaukee and prepare for my three months abroad.

I'd never been to New York City so I took full advantage of my four days to be a tourist

**Three skills that I have built during my internship search:**

1. **Persistence:** This was one of the most important skills that I learned during this search and it will be very useful for my search for a career in a competitive job market. I persisted by continuing to send out my resume and applications, even though it seemed as though nobody even wanted to look at them. I looked at all of my options and really wanted it to be the best option for me, rather than the easiest way out. I will be honest that I was extremely upset when I had issues securing my Visa but I continued to figure out what steps I needed to take next in order for it to work out. It’s always important to take challenges you face and strategize how to overcome them efficiently.

2. **Flexibility:** Its important in a career search to be open and flexible to different options. My 3 AM interview was not ideal but I was flexible in order to make it work. I had to be flexible with my time frame for the internship as well. I had originally only wanted to do an internship for six weeks, since that fulfilled my requirement for this course. Six weeks also seemed like the longest I could survive without having a paid job, since I have been working full time and have a lot of financial responsibilities to care for and would have to pay for the internship entirely out of my pocket. The placement in Vienna is about three months long, twice as long as I had budgeted for. However, everything else seemed perfect, so I was flexible by picking up as many hours at work before I left and drastically re-budgeting for the internship. My flexibility has paid off in the end.

3. **Selling My Resume:** Since I have no practical marketing or public relations experience, I really had to learn how to sell my resume and my previous experience in order to secure this internship. I had to get very creative and describe how my past jobs relate in some way to the communication world and give me invaluable skills. For example, during my interview I was asked about my Public Relation skills. While I have never officially worked in PR, I have worked at hotel restaurants for the past few years. Being a server at a hotel restaurant makes you not only a PR person for your hotel and the amazing amenities it offers, but you are also an ambassador for your neighborhood, city, and state. It might not be conventional experience but it is definitely an interesting face to face PR experience.
About ConnectZ

ConnectZ is a social network for your surroundings, made for people who want to meet others around them. It is a location-based mobile application where you are able to post a “status line” describing what or who you need. You can use ConnectZ to discover people who you otherwise might not be able to find: a study buddy for the semester, somebody to sell old textbooks to, a tennis partner, a random person to enjoy a beer with after class, a neighbor who has a cup of sugar you urgently need, or a new friend.

ConnectZ is a platform that allows you to make real life connections rather than virtual friendships. ConnectZ gives you the opportunity to step

ConnectZ Website (currently only in German): http://connectz.at/

Website translation:

The App: ConnectZ is the social network for your surroundings. Do you want to know where the next party is going to be? Do you need sugar to bake a cake? Do you want to sell your old tennis racket? You are on vacation and aren’t familiar with the city or the people?

With ConnectZ you are able to easily meet up and get to know people in your current location. Don’t only say what you want but also what you are doing!

The Vision: With ConnectZ, people are finally able to come together. Digital contact is nice and fine but it cannot replace real life. We want to combine the best of both worlds and encourage togetherness.

ConnectZ-It is a community that has fun, that helps you, and allows you to get to know each other.

The Mission: It is our mission to bring people together and encourage unity. As a social network, we want to make our contributions to better the world so we pledge to donate a portion of our revenues to charity.

First article written about ConnectZ in the Wiener Zeitung (in German):
http://www.wienerzeitung.at/nachrichten/wien/stadtleben/878502_Facebook-auf-Wienerisch.html

Past and future promotional materials and posts:
Promotional Flyers:

Discover people around you

DOWNLOAD THE APP NOW!
connectz.at/download

Das soziale Netzwerk für Deine Umgebung
Persönliche Treffen, statt virtueller Freunde

App - Feedback Competition:
• Gruppe bearbeiten & Feedback posten
• Event & Preisübergabe im Würzcafe, Do. 10.01.
• 1. Platz erhält iPhone 7

Mach mit: facebook.com/groups/z.competition

Gutschein Tesla fahren
ab 10 euro pro Person

Z CLOSER THAN YOU THINK

GET THE APP NOW!
Promotional Posters:

Das soziale Netzwerk
für Deine Umgebung

Was willst Du gerade?

App Party
Do. 26.01. im Weltcafé

App - Feedback Competition:
• Gewinnen & Feedback posts
• E-Mail & Feedbackposts in Meedia, Do. 26.01.
• Pflicht email iPhone 7
Mach mit: beta.connectZ.at
Executive Summary of the ConnectZ Business Model (In progress):


AKTUELLER STATUS
Produktentwicklung Beta Ready
Bislangiges Kapital € xxxxxxx.xx
Monatliches Ausgaben (Netto) € xxxxx.x
Erforderliches Kapital € xxxxxxxxx.x

CHANCEN & MÖGLICHKEITEN

INVESTITIONSBEDARF
30% Produktentwicklung
30% Vertrieb
20% Legal & Consulting
20% Operativ

LÖSUNG

Z TEAM
CEO - Martin Gebauer
CTO - Karl Bacher
CREATIVE DIRECTOR- Alexander Rudenstam
COO - Estala Schultes
MARKETING & PR - Christian Kaserner
GRAPHIC DESIGNER - Aktiviatidis Zevagardis
SEN. DEVELOPER - Matthias Eigner
DEVELOPER - Oliver Faderbauer
DEVELOPER - Daniel Ullrich

GESCHÄFTSMODELL

MARKT & KONKURRENZ
Marküberblick??
KONKURRENZ:
Facebook & Co
Wettbewerbsvorteil
Mächtige Konkurrenz mit beherrschendem Marktanteil von über 90%
Wettbewerbsvorteil
Wir haben als Startup 100% Innovationsfreiheit, da es keine bestehende Kundengruppe zu vertreten gibt (Professor Clayton Christensen - The Innovator's Dilemma).

eBay & willhaben
Wettbewerbsvorteil
Wir sehen eBay & willhaben als größten Mitbewerber am Kleinanzeigenmarkt, aber auch als potenziellen Kooperationspartner.
Wettbewerbsvorteil
Wir bieten dem User die Möglichkeit über einen einzigen Satz mitzuteilen, was er benötigt, sucht oder anbietet. Spontane Treffen & Aktivitäten stehen bei uns im Vordergrund.

BERATER
• Psychotherapeutin - Paciens
• PROFESSIONELLER TESTER - Rolf
• Anwalt
• Flo
• Niets
• Vienna City Tax Steuerberater
• Robert Wechselberg

UMSETZUNGSPLAN:
Die Umsetzung unseres Konzeptes für ein revolutionäres soziales Netzwerk, welches persönliche Treffen, statt virtueller Freundschaften fördert, gelingt uns dadurch, dass wir ein besonderes Augenmerk auf folgende Erfolgsfaktoren legen:

ERFOLGSFAKTOREN
USP
XX00000

User Growth
Die Grundlage für die Umsetzung unser Produkt sind die Menschen die es nützen, deshalb binden wir „echten User“ schon ab der ersten Testphase mit ein. Mit dem Ziel ein unverfälschtes Feedback vom Markt und der Zielgruppe zu erhalten.

Skalierbarkeit
Die Innovationen bei unserem Modell liegen im simplen Geschäftsmodell mit optimierter globaler Skalierbarkeit, der optimierten visuellen Darstellung und der Beseitigung des Hauptproblems bisheriger Versuche: Die Vereinbarung von dem location-based Fokus mit den Grundfunktionen sozialer Netzwerke.

Voransetzungen & Kooperationen
Strategische Partnerschaften mit Tesla Vermieter (Greeneide) und der weltweit größten Studentenorganisation AIESEC sind bereits vereinbart. Weitere Partnerschaften sind bereits in Planung.

Augmented Reality

Social Entrepreneurship
Unser Vorteil ist, dass wir die Möglichkeit haben neueste Innovationen und visionäre Ideen einfliessen zu lassen, dazu gehören auch gesellschaftlich Aspekte wie:
- Förderung des Zwischenmenschlichen Austausch und somit des Wohlbefindens
- Förderung und Vorbereitung auf Gesetzesnovellen zum Thema CO2 (E-Cars)
- Förderung des Wirtschaftsstandorts Wien und dadurch von jungen Unternehmen

INVESTITIONSPHASEN
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<th>EARLY</th>
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VORLÄUFIGE FINANZPLANUNG
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Internship Learning Goals

Skill Goals

1. **Research**: Be able to provide and present meaningful and interesting research in a workplace environment, specifically market trends, that will be vital for the organization’s growth.
   a. Do any research assigned as efficiently as possible.
   b. Do personal research on interesting communication-related topics.

2. **Language**: Re-establish and maintain a high level of professional German language skills, including reading, writing, and speaking, especially targeting business and workplace vocabulary.
   a. Spend a few hours per week practicing German outside of work.
   b. Try to have at least one workplace conversation in German per day.

Knowledge Goals

1. **Business of Startups**: Gain knowledge about startups in Austria and Vienna, what they do, how they operate, and their main goals.
   a. Go to at least five startup events in Austria in order to learn more about the startup scene and network.

2. **Marketing**: Learn, develop and promote new marketing strategies and identify key marketing targets using data available.
   a. Be active in all marketing meetings in the office.
   b. Help research marketing strategies and develop a solid plan.

3. **Social Media**: Study social media trends and how they relate to successful business.
   a. Examine how they can be used advantageously for a new business/startup.
   b. Follow social media trends on a daily basis, and use this information to evaluate what works in different markets.

Value Goals

1. **Communication**: Learn how to effectively communicate in a business environment through all means, as well how to communicate best with clients externally in the most effective way possible. Using social media in a new way…making real life connections
   a. Help with promoting our application to intended targets.
   b. Use active listening in the workplace.
   c. Make sure that all communications are mutually understood.

2. **Team Building**: Gain skills in working as a team with numerous tasks at hand in order to develop the most useful and successful product.
   a. Offer to work on team projects as much as possible.
   b. Learn about the tasks and responsibilities of other team members.

Career/Personal Development

1. **Job Search**: Complete this internship with a clear idea of where and what I want to do professionally with a main goal of securing a job directly following my work placement
   a. Strive to improve my resume.
   b. Be active and establish my profiles on LinkedIn, Viadeo, and Xing.
c. Apply to ten possible jobs during my internship.
d. Use my professional network to strengthen my search.

2. **International Networking**—Create a solid network of personal and professional contacts in the Viennese and European markets as well as strengthen my connections with old contacts.
   a. Go to at least one networking, AIESEC, startup, or group event each week where I am able to meet new people.
   b. Connect with people using any available social media platform.

**Signed Learning Goals Document**

*In typical startup fashion, my boss spilled water and olive oil onto my signed internship goals sheet before returning it to me. His signature is the one that looks like scribbles.*
Weekly Journal Entries (11 weeks in total)

Week 1 January 16-20

I arrived in Vienna a few days before my internship started so I had a weekend to settle in and fight off my jet lag. As soon as I landed I was whisked off to a meeting with AIESEC. They have a ton of seminars and events planned in the next few months for me to participate in in order to develop leadership qualities and to ensure that I am working towards my goals. I am interested to see how this personal development will aid me in my internship position and my professional development.

My job started officially on Monday January 16th. My boss is Martin and he is the founder and CEO of ConnectZ, our new location based social media network that strives to make real life connections rather than virtual friendships. Learn about us here: http://www.connectz.at/. I was nervous about the first day and was not sure what to expect so I dressed in full business suit attire to make a good impression. We (I am also interning with a girl from Colombia through AIESEC) showed up at 10 AM to our new office. Martin buzzes us up to the 5th floor and greets us at the office door in a black t-shirt, jeans, and slippers. I instantly feel relieved at the casualness, which is rare in most Austrian businesses, and feel a bit overdressed. We are also greeted by a 12 foot tall palm tree wrapped in Christmas lights in the middle of the sunny skylight-lit entrance hall. We take off our shoes and put on slippers that were provided from a big box in the hall. Martin explains that his office is also his home and points to a closed door in the corner which is his living space and only private space of the apartment/office. The apartment is a large 4 bedroom apartment in downtown Vienna with a nice kitchen and dining room that we are encouraged to use at our leisure. There is also an amazing upstairs atrium/greenhouse-like loft room with windows all around and with access to the enormous rooftop patio. The upstairs loft has comfy chairs all around and Martin explains that it is where we have our weekly team meetings and can be used as a work space if we want to get away from our desks or need a change of scenery. There are plants everywhere around the apartment and it gives a very relaxing and summery vibe, even though its below freezing outside.

Back to the entrance hall, we see that Martin also has a small office next to his room and he welcomes us to knock on his door if we ever need anything. After we peek in his office, he shows us to the other side of the apartment where there are two more rooms that are used as offices. One is a bright

Favorite spot in the office!
room with four desks and a wall full of white boards which is used as an office for our app developers, designers, and tech guys. The other sunny room is going to be our office. It somehow has five desks squeezed into the middle of it but is cozy and has a beautiful view of Vienna. We will be sharing the office with three others: a marketing manager, a public relations manager, and a business administration manager, all of whom we will be working very closely with.

Martin explains that the rest of the employees typically only work Tuesday through Thursday, so we will have the office to ourselves on Mondays and Fridays and will be able to work more closely with him then. We have a company-wide meeting every Thursday from 5-630 PM where we touch base with each department and talk about the upcoming projects for the next weeks. Since we are a startup, everything is constantly changing and moving very fast so it vital for us to communicate and all be on the same page. He gives us some goals that he wants us to achieve during our internship and gives us some research tasks to get us going for the day. We learned a lot about ConnectZ on our first day and left with a better understanding of what we will be doing.

The rest of the week involved meeting the rest of our colleagues, helping put together a desk that seemed to have a million pieces (it was a great team building exercise), and getting more ideas on the research we should be doing. We have also been helping to plan an event for next Thursday in order to promote ConnectZ and receive feedback about our prototype for our app. On Wednesday we spent half of the day at the main university building handing out fliers about our upcoming event. I was able to practice my German in a "real-life" situation and had to use it to explain what our app is all about. I had to use my sales skills in order to concisely and captivatingly explain what we are all about, especially since the students are studying for and taking exams this whole month, which leaves them no time to waste on senseless sales pitches. It was a great experience to be face to face with potential users of ConnectZ and to be able to see the beautiful and historic campus of the University of Vienna.

View from my room in the office.

I attended my first Austrian Startup event this week. The topic of the event was public funding for startups in Austria and was super interesting. The startup community is thriving in Austria, especially Vienna, and there are countless amounts of incredible opportunities in the area. There are startup events almost everyday somewhere in Vienna, all focused on different interests and ideas and they are a great place to network with other highly motivated people, from entrepreneurs to investors and everything in between. I have never been to any kind of event like this and I do not know anything about startups, in the US or in Austria, so I was very inspired to dig deeper and do my own research on startup opportunities. This event has also inspired me to steer my job search more towards smaller and startup sized businesses. The startup community is really captivating and the careers are much more hands on and rewarding compared to more corporate jobs.
My first week in Vienna has been full of new ideas and information and has given me somewhat of a fresh outlook on my job search. I am very excited of what's to come in the next weeks!

Week 2 January 23-27

My second week at work has been a very interesting and busy week. It started off with some restructuring and reorganization of the company due to a conflict between two colleagues. They were both working on similar projects separately due to lack of communication and lack of job structure. Our CEO, Martin, held a few meetings in order to understand the problem and possible solutions better and decided to more clearly define everybody's job titles, which had been lacking previously due to the company rapidly doubling in size from 7 employees to 14. It was very interesting to see the building of a company structure, since we are a small startup and know that it is essential to clearly define individual roles and areas of expertise.

I also had a one on one with my boss this week to talk more about my expectations for this internship and explained that I needed more specific tasks to work on during the next few weeks. He had originally assigned me and the other intern very general research projects like "improve the core concept of the app" and "find international cooperation partners", which left us feeling quite useless in the busy office with many daily tasks that we could easily assist with. After our meeting, Martin made sure that I had more focused tasks and research to work on. He explained that every Tuesday he will have a one on one meeting with each employee in order to touch base with everybody and see how their individual projects are coming along.

The week was also chaotic because Thursday was our first official ConnectZ event with people who had used our app prototype. The local Wiener Zeitung (Newspaper) was also there, making it our first official interview with the media as well. We spent most of the week preparing every last minute detail for the party, including preparing speeches and slideshows, ordering food and drinks, perfecting the website and app, and doing last minute promotion for the party. The event went fairly smoothly and we were able to meet and discuss the app with real users. This also gave us many ideas for possible events that will take place in the next few months, which I will help plan.

Martin, my boss, presenting at our first official ConnectZ event. Can you spot me?
As far as my goals went this week, I feel like I have made progress towards them. I have learned a ton about communication in the workplace and how essential it is to have a functioning business. The communication restructuring has also given me some ideas on team building and how to effectively work as a team at a startup. I think communication in a startup takes a lot more effort than working in a corporate or larger office since everybody works extremely close together. This week I have also been speaking more German with some coworkers in my office and they have given me more tasks focused on doing research in German and translating it into English. I have done a huge amount of research on social media and ConnectZ's possible competitors and have been strategizing how we can use social media to promote our own social media app. And finally, outside of work I went to events every single night after work that helped me network with other international students in Vienna. A very busy yet productive second week!

**Week 3 January 30-February 3**

This week was a lot calmer in the office compared to the last couple of weeks. We spent most of the week in meetings about the restructuring of the company and solidifying everybody's tasks and what they are responsible for. Since I am in charge of the internationalization of the company, Martin tasked me with doing market research for London in order to prepare a plan of how to break into the English-speaking market once our app launches. I am starting to research potential partnerships or networks that we can use in the United Kingdom to promote our app. It's a big project but I am able to bounce ideas off of my Colombian counterpart who is doing similar research on the Spanish market.

Since I am the only native English speaker in the office, I have also been put in charge of doing any crucial German to English translation. This includes all of the content on the website, press releases, presentations and different features in the app. Since Vienna is a very multicultural city, it is necessary to have everything translated simultaneously in time for the launch of the app at the end of March. Martin wants all translations to be absolutely perfect and wants to be sure that they sound native and natural. It is a huge important task but I am gladly taking the responsibility of it.

I have also been working on a compiling a list of possible influencers at the Technology University and the Business University in Vienna who would be interested in testing our app and taking part of our current promotion that involves driving a Tesla. Most of the websites are in German with only some of the pages having English versions so I have really had to put some effort into finding different contacts. It has tested my German comprehension and translation, since I have to present most of my research in English.

I have been working towards some of my goals outside of work as well this week. I have applied to a few jobs and have been sprucing up my professional social media network pages. I am also strategizing how to best revamp my resume and am gathering materials to work on my German language resume. I've also been spending some time outside of work relaxing and enjoying Vienna because the last weeks have been very hectic and relaxation was much needed.
This week was another busy week at ConnectZ. We are trying to finalize our brand and redesign our website in order to have it all set for the start of our next round of beta testing. There has been a lot of brainstorming in the marketing department about how to brand our app, especially when it comes to social media. This has required us to take the research that we have been working on since the start of the internship and to turn it into something real. It has been fun to be part of this process and to help shape the brand.

The restructuring of the company is still taking place and my boss has put me in charge of making a more organized concept of all the ideas he has. I have been making some charts, tables, timelines, and schedules pertaining to company goals and employee positions. We have been hanging some of the finished products around the office in order to give a more visual idea of what is actually going on office-wide. I find it interesting to put everybody's visions together and to get a better understanding of what different departments are currently focusing on.

The other big project of the week has been researching "Business Angels" or startup investors. Since we now have a more defined product and business plan, our boss has made it a goal to begin approaching potential investors. He has relied on me and the other intern to do very in-depth research on different Business Angels to really get an idea of how we can appeal to them and gather interest for ConnectZ. It has been a big learning experience not only about attracting investors but also about marketing your company on a bigger level.

However, one of the biggest milestones that I've achieved this week has been fixing the office printer. This might not seem like a great achievement but it has not worked properly since I've arrived and has been a real frustration for everybody in the office. I finally took an afternoon to take a look at it and clean it and look up some online fixing guides. After fighting with it for a few hours, it worked! Everybody in the office rejoiced and it definitely boosted morale during the busy and stressful week and I felt accomplished for finally getting the problem solved.

As far as my goals have gone this week, I have spent most of the week focusing on my job search. I applied to quite a few jobs throughout the week and haven't received too much interest. I did connect with an old friend who knows of a few openings at his job and will be following up with me soon, hopefully with some good news. I've also attended a huge networking event downtown Vienna this week where I was able to meet a few new people that might lead to some other opportunities as well.

*The cause of much stress in the office*
Week 5 February 13-17

Lots of meetings this week! I am now going to be involved with 3 weekly meetings in the company: one for marketing, one for business development, and one company wide meeting. The marketing meetings are focusing right now on how we will be positioning our brand on social media as well as how we are designing the introduction slides, which will be the first slides that a user sees when they first open our app. We are also creating content for our website and brainstorming use cases for the app in order to inspire our future users. We are also focusing our marketing strategy completely on students so we are doing research on how to best reach them. There will be a lot of projects coming up in the next few weeks relating to this.

The business development meetings are strictly focusing on talking about business angels or potential investors in our company. We are doing a lot of research on who the major startup investors in Vienna are and hoping to find somebody who would be interested in investing in ConnectZ. We need somebody who is familiar with working with startups and who also can bring valuable knowledge about scaling mobile applications. It has been a very tough task, since there is not as much information out there about investors who invest less than €200,000.

My boss also offered me a ticket to a big social media marketing event this weekend. The tickets are about €75 per person so I am very grateful that he has bought it for me. It is a workshop on how to use social media as a key marketing tool. The event is all in German so I am excited to be able to see how far my language skills are coming along. It will also be a great networking opportunity for me.

I have been continuing my job search this week as well. I have been polishing up my cover letters and doing some in-depth research about different job opportunities in Milwaukee and Vienna.

Week 6 February 20-24

Another busy week at the office with lots of “startup energy” as we like to call it. Since I attended a Social Media Marketing event with my boss over the weekend, he assigned me the task of presenting what we learned to my coworkers. I spent a whole day making a presentation and researching how we could implement what I’d learn into ConnectZ social media marketing strategy. I presented a summary of the event and we had a feedback session in which we discussed how we should go about marketing our app with social media. The new information we had definitely inspired us and gave us some new direction in our plan.

We have also spent some time this week brainstorming different ideas for the core concept of our Snowy office patio. Of course I picked the coldest and snowiest winter in 30 years to visit Vienna

Milwaukee and Vienna.

The sold out Social Media Marketing Bootcamp
application. Since we have been so busy the last few months, I think my boss wanted to take a step back and reflect on what we are doing and take a look at the big picture together. He encouraged us to think about the possibilities of our app and how it could be used in the future. We have come up with some new ideas of different features that our app could have and what our app users might possibly want in our app. It was actually very interesting to see the conception of what could be central features of our app in the future and it was fun working as a team to create new ideas.

Finally, I spent some of the week continuing my business angel research. It has been a huge and difficult task but I am trying to approach it from any angle possible. Many other startup founders have met their angels through networking. This has inspired me to create a networking events calendar for my boss. There are tons of startup events every week in Vienna and it is impossible to know about all of them, much less attend all of the them. I have been doing research on events in the area and finding some that would be of interest for ConnectZ. I have scoured university pages and startup websites in order to find the most relevant and useful events happening in the next few months. My boss has already planned on attending some of the suggested events next month.

I feel very productive towards my goals this week. First of all, the Marketing event that I went to was completely in German. I was very happy that I understood almost everything and was able to take that information and present it, even if I presented in English. I also have gotten into contact with a few people from my Milwaukee Network in order to apply for jobs. I will hopefully be having a couple of interviews in the next few weeks!

**Week 7 February 27-March 3**

It was a very interesting week for us here at ConnectZ. It started with our Marketing Director getting fired. Our boss held a meeting with all of the marketing team members after it happened and explained his decision. It was shocking for the team. While we are sad to see her go, it has been a big learning experience and has been eye opening to see how the situation is handled in a small business setting. I know that me and the other intern will definitely be having more responsibility with marketing strategies and tasks in the next weeks. As a team we worked together to figure out how to best re-organize the marketing department and how to distribute all of the projects that she left behind. The other intern and I have taken over some of the key research of social influencers that we can use to promote our app. We will also be working more closely with the social media strategy.

We have also spent some of the week researching potential friendly advisors for the company. These advisors are people who invest very small amounts of money into the company but have a wealth of knowledge and network connections to provide us with. It has once again been very difficult research, since there are not a lot of resources pertaining to people who have made small investments. We have had to be creative in our search and use all kinds of databases and social medias to find out more about potential advisors.

Since our app developers are working hard at perfecting our app before our mid-April launch, they need as much feedback and testing as possible. This is where the interns come in! The Colombian intern and I spent a few days this week testing out the developer version of the app. It was not only fun but educational for us. We played around with the app and would let our head developer know about any bugs we found. He would spend some time fixing the bugs that we found and we would then get the “fixed” update on our phone and start the process again. I have no technical or programming background so it was fun to see how app testing and programming works. We will be having more testing in the next
few weeks to perfect the app before release and I am honestly excited about it. Some of our app testing screenshots:

I have attended a few different startup events this week as well. First I went to a women’s startup competition in which women founders were given 2 minutes to pitch their company’s idea and 4 minutes to answer a panel of judges’ questions (something similar to a live Shark Tank show). It was very inspiring to see different women startup founders pitch their ideas and was empowering to see so many women entrepreneurs at the event. It was quite an inspirational experience and I would love to attend events similar to it in the future.

Another event that I attended was a book launch party for the Startup Guide Vienna book, which is a book written about the startup scene in Vienna. It was interesting to go to an actual launch party, since we are in the process of planning the launch party for our app as well. I got some interesting ideas for our own party, which I was able to share with my boss. He really liked my launch party ideas and will probably be using them in the weeks following the launch of our app. I also bought a copy of the book as a memento of this internship, since we have been so heavily immersed in the startup culture in Vienna and Europe in general. It will definitely be my most treasured souvenir of my time here!
My goals this week: slowly but surely getting there. I decided to take a step back from my job search, since I have applied to so many places and have not landed any interviews. In the next weeks, I have made it a goal to work on strengthening my resume and LinkedIn profile even more rather than continuing to apply for jobs with my current resume copy. I have started to do research on how to make my qualifications stand out and will be using that to make big improvements.

Week 8 March 6-10

It was a good week at ConnectZ this week. We have decided to refocus our efforts from a competition about app testing feedback to our launch party. This was a big change, since we have been preparing materials for the competition for the past few months. However, we are all relieved that we only have 1 huge project to focus on and we feel more confident about having an amazing launch party. We have also been planning some smaller launch parties at the universities in Vienna so I have been researching how to appeal to our target groups and throw a memorable launch party.

Since we are looking for investors, I went to a few startup events outside of work this week. One event was great and gave us some tips about how to actually find and approach investors. It was a great networking opportunity and I was able to get contact with some people who are very active in the Vienna startup scene. I have been following up with them since the event and I know they can help facilitate my job search. One has even offered our startup a free consultation session; something that I think is much needed.

After some of our events this week, we realized that our company does not have a LinkedIn page. The other intern and I mentioned this to our boss and we were tasked with creating the content and launching the LinkedIn page. While it doesn’t seem like much, the company has been a bit reluctant on allowing us to take over other social media platforms since we are only here temporarily. The don’t want to be dependent on us and then
overloaded once we leave, which I definitely understand. Nonetheless, we were excited to make the page and felt like a “real company” once it was LinkedIn official.

Lots of action on the job front this week and I couldn’t be more excited! I spent a few days this week revamping my resume and making it more descriptive and focused on my strengths that I bring to jobs and my previous professional accomplishments. I applied to a few places and actually had a phone interview! I was so thrilled, even though it is not the kind of position I am really looking for, at least it was some kind contact and definitely a personal morale booster. I also got invited to interview for a management traineeship in Finland, which I am very interested in. However, the most exciting job search related event was that I found a great position within the company that I am working for in Milwaukee (I was placed on a long term absence to come to Vienna). Since I know everybody working in the department already, I am reaching out to some of them to see what their thoughts on the position are. I have also asked my manager for any advice and a recommendation for a position. I have high hopes that I’ll secure something before I am back in Milwaukee in a month. My persistence and perseverance is paying off and I am very proud.

**Week 9 March 13-17**

I had a very short week at ConnectZ this week. My boss was out of town Monday through Wednesday and I was out of town on Friday to visit a good friend in Estonia. My boss was luckily very flexible and allowed me to do a little bit of work from home. I researched possible influencers from Vienna and continued searching for potential guest speakers for our launch party next month. A few coworkers and I took one of our free days to go around Vienna and take photos, which we might be using in some of our marketing campaigns.

I have also been working on some in depth research about mobile application usage, specifically in German speaking countries. There is so much information to sort through but it has been very interesting. I have been continuing my research on investors as well. My boss has also given me a few books to read in order to aid the search.

Since I only have a few weeks left before I head back to Milwaukee, I have been focusing heavily on my job search and I used my extra days off this week to amp up my search. I have been tailoring my resume and cover letter and applying to a variety of job positions. I've had 3 phone interviews this week and have another scheduled for next week. I think that the interviews went well for the most part so we will see what kind of replies I get next week!

**Week 10 March 20-24**

We had a productive week at ConnectZ this week. Since we don’t have a specific Marketing Manager at the moment, my boss has hired a marketing consultant to help us in the meantime. We met our consultant through some marketing seminars that he hosted and we attended and he is very knowledgeable and motivated. He is very focused and face paced, which is very refreshing and helped a lot since we have been, in my opinion, very slow moving when it comes to marketing a product that will be launched in just over a month. He helped us create a timeline of our marketing plan before the launch and made a step by step schedule and explained why we should be doing certain things. It was very
helpful for our marketing department to get a fresh look at what we should be doing. I think it has also helped motivate our staff.

Our consultant also assisted us in setting up our Facebook Ads, which will be key in attracting users for our app and targeting students in Vienna. My boss has been spending most of our marketing budget on creating and distributing flyers about ConnectZ on the university campuses in Vienna. This has proved to be a very ineffective marketing strategy and our team has been trying to convince our boss to look at other marketing avenues. He has been more open to different ideas since our marketing consultant agrees with the team and we are finally to take the direction we would like to with the marketing department. We were busy most of the week creating content for Facebook and planning out our Facebook ads. It has been exciting to feel like we are finally creating something rather than just researching about it.

I have had quite a few phone interviews this week, which has been very promising. I have a Skype interview set up for next week with the company that I was working at in Milwaukee before I came to Vienna. I am very excited about the position, since it would be a promotion within the same company, which is an amazing place to work, and I know everybody in the department. I have a few other second interviews set up for when I return to Milwaukee next month so I am confident that I will have something secured and will be able to start working shortly after I return!

Week 11 March 27-30, My Final Week

The last week has finally come for my time at ConnectZ. It is definitely bitter sweet. I am happy to be done interning and entering the “real world” but I am very sad to leave Vienna and my wonderful team at ConnectZ. My boss offered to extend my interning contract and pay me a very small amount. Unfortunately due to visa issues and financial obligations in Milwaukee, I had to turn his offer down. He understood and wished that he could offer a higher salary but ConnectZ isn’t financially able to do that.
yet. I know that we will definitely stay in contact and I hope to be around for the launch of ConnectZ in the United States.

As far as work went this week, it was a nice calm week. Even though I feel like there are projects I would like to work more on, I feel as if I have found a good stopping point in my work and I know that the research and strategizing that I have accomplished in the last few months has laid a solid ground for our app launch soon. I am very sad that I won’t be in Vienna for the launch party in May (it has been pushed back a few times since I arrived) but I know that it will go smoothly.

As my time is wrapping up in Vienna, I feel like I’ve reached many of my goals, which I’ll write about in my reflection. My main goal of securing a job is still a work in progress. I have had another phone interview that went well and a lot of recruiters have been reaching out to me. I know that if I hadn’t strengthened and rewritten my resume that I would not have any of these opportunities. Now to enjoy my last days in Vienna!
Samples of Work

These were some of my first rough ideas for our Facebook marketing campaign:
A table I made after researching app payment systems:

### Different Payment systems used to buy things virtually

<table>
<thead>
<tr>
<th>Payment Systems</th>
<th>Pros</th>
<th>Cons</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>2Checkout</td>
<td>-focus on global payment acceptance</td>
<td>-Some extra fees</td>
<td>-3.9% &amp; $0.30 transaction fee</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-More directed to US-based business</td>
<td>transaction fee currency conversion rates</td>
</tr>
<tr>
<td>Adyen</td>
<td>-easy to use</td>
<td>-Minimum transaction fee (100€/month min)</td>
<td>-No setup fee or monthly fee.</td>
</tr>
<tr>
<td></td>
<td>-blends in with website</td>
<td>-must have 1,000 monthly transactions</td>
<td>-0.10€ transaction fee and min 1000€/month -Interchange and pricing model</td>
</tr>
<tr>
<td></td>
<td>-helps businesses maximize conversion rates</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Authroize.net</td>
<td>-easy to integrate</td>
<td>-Setup fees</td>
<td>-$49 setup fee &amp; $25 monthly gateway</td>
</tr>
<tr>
<td></td>
<td>-minimal development</td>
<td></td>
<td>-2.9% and $0.30 transaction fee</td>
</tr>
<tr>
<td></td>
<td>-solid fraud protection systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Braintree</td>
<td>-fast payout (within 2 days)</td>
<td>-difficult integration for developers</td>
<td>-2.9% &amp; $0.30 transaction fee after 50,000 in transactions</td>
</tr>
<tr>
<td></td>
<td>-customer service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paypal</td>
<td>-ease of use</td>
<td>-redirected to paypal website to checkout</td>
<td>-3.9% and $0.30 transaction fee for international payment</td>
</tr>
<tr>
<td></td>
<td>-already popular</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-customer service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stripe</td>
<td>-Newly available in Austria</td>
<td>-</td>
<td>-1.4% &amp; 0.25€ transaction fee</td>
</tr>
<tr>
<td></td>
<td>-Developer Friendly</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-European Based</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WePay</td>
<td>-Customizable</td>
<td>-</td>
<td>-2.9% &amp; $0.30 transaction fee</td>
</tr>
<tr>
<td></td>
<td>-Fraud Protection</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>-easily integrated</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WorldPay</td>
<td>-well known name</td>
<td>-less agility</td>
<td>-2.75% &amp; 0.25€ transaction fee</td>
</tr>
<tr>
<td></td>
<td>-many resources</td>
<td>-older</td>
<td></td>
</tr>
<tr>
<td>Epay</td>
<td>-ease of use</td>
<td>-monthly fee</td>
<td>-80€ setup fee</td>
</tr>
<tr>
<td></td>
<td>-can be tested before subscription</td>
<td></td>
<td>-Monthly fee</td>
</tr>
<tr>
<td></td>
<td>-used by Too Good To Go</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ClearHaus</td>
<td>-European focused</td>
<td>-</td>
<td>-1.45% (min 0.20€)</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hobex</td>
<td>-Austrian based</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Paylike</td>
<td>-Easy and instant setup</td>
<td></td>
<td>-2.5% &amp; 0.25€ per transaction</td>
</tr>
</tbody>
</table>
I made a lot of visual references for our team after our restructuring.

Here's a chart of our weekly office meetings:

![Weekly Meetings Schedule](image)

A timeline I made about our scheduled focus for each month (it has changed since its creations):

![Timeline](image)
A chart I made to give an idea of each team member’s current task or focus:

<table>
<thead>
<tr>
<th>Name</th>
<th>Activity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice</td>
<td>Coding</td>
<td>Fixing bugs in the code for the next week.</td>
</tr>
<tr>
<td>Bob</td>
<td>Marketing</td>
<td>Creating a new marketing campaign for the next quarter.</td>
</tr>
<tr>
<td>Carol</td>
<td>Design</td>
<td>Developing new product designs for the upcoming month.</td>
</tr>
<tr>
<td>Dave</td>
<td>Sales</td>
<td>Negotiating with clients for the upcoming month.</td>
</tr>
<tr>
<td>Evan</td>
<td>Customer Support</td>
<td>Responding to customer tickets within 24 hours.</td>
</tr>
</tbody>
</table>

A sample of the meeting minutes I took at our weekly team meeting:

**Connect2 Meeting Minutes**

Date: Thursday 16th February 2017

Time: 3pm

Location: Connect2 office

Attendees: Lisa, Marika, Mark, Oliver, Sasha, Catalkia, Christian, Earl, Alex via Skype, Ski (Virtua taker)

**Agenda Items**

**What do we have to discuss? Who is presenting? What is the plan?**

1. Martin Dropbox new structure. Send any issues to Alex. Want finalized by next week.
2. Sasha: 3 Slides—slides 2 & 3 need suggestions for new pictures. Can be found in old Dropbox structure folder: Sasha Slides
4. Oliver: 2 Tests. Find a new way to directly add friends besides status lines. Facebook Login?
5. Alex: Fill Voting.e vote for top 5 on 2 team fb group. Student focused statuses.
6. 6-30 status lines—interns: everybody by 12th middle WA complete group.
7. Events Overview Share link in WhatsApp
8. connect2 in connects?

**Action Items** (What do we have to do? Who is responsible? When is it due?)

1. Send suggestions to Sasha about ideas for the introduction slides.
2. Everybody must submit their fee 6 status lines directed at students to the complete 2 team WhatsApp group by Midday on Monday.
3. We will no longer be using uppercase 2 promo materials (new Connect2 instead of connect2) Legal documents will be written the old way [connect2]
4. We will be using the Facebook page rather than the group to create connect events
Letter of Recommendation

March 29, 2017

To Whom It May Concern:

I, Martin Gebauer, am the Founder and CEO of connectZ GmbH and I am writing to confirm that Brittany Joosten worked at connectZ GmbH full time from January to March 2017 as an Internationalization and Marketing Intern. We develop a new kind of location based social network. A mobile application with an innovative concept for global scalability.

Her tasks included researching competitors and their marketing strategies, finding possible business angels or friendly advisors to aid expansion of the company, translating key information from German to English and testing other applications for ideas to implement into our application’s core concept.

During her time at connectZ, Brittany was responsible for strategizing the international expansion for our location based social media application. Her research was vital in creating a marketing plan and further positioning our mobile application for its May 2017 launch.

Her work and research was also heavily focused on our business development strategy. She not only assisted in researching investors for connectZ but also helped with internal organization. She was tasked with creating many useful organizational charts and tables to improve the flow and communication of our team.

We will launch our app in May 2017 and Brittany has been essential in marketing activities and cooperation with partners for internationalization. Brittany has done an outstanding job in supporting our team in internationalization strategies, translation, marketing, and further improvements to the core concept of our application. She perfectly fit into our team and has achieved far more than expected. I know that she would be a hard working addition to any future team.

Sincerely,

Martin Gebauer
Founder & CEO, connectZ GmbH
martin@connectz.at
Resume Bullet Points

Professional Experience

ConnectZ  
*Internationalization and Marketing Intern* January 2017-April 2017

- Multitask in the Business Development and Marketing departments
- Focus on social media strategies, market research, and brand management
- Planned the application launch party and other promotional events in Vienna, Austria
- Translated key components of the company from German to English
Post Internship Reflection Essay

My internship experience in Vienna, Austria was a wonderful and eye-opening experience. I learned so much about myself, dove head first into the startup business scene, and met some amazing people along the way.

I found out that some of my strengths in the workplace are definitely keeping focus and communication. I was also able to stay very organized and flexible, even though ConnectZ was a very ever-changing environment. This was shown in some of the organizational materials that I made for the office and I know that my boss would agree that I was able to keep the office and all of the meetings on track.

I did lack some creative and visionary skills that I would like to develop in the future to add to my career. I have discovered that I am much more of a strategic minded person and if I were to work on more creative projects, I would definitely try to execute them differently.

Back in January when I started my internship at ConnectZ, I set goals for myself and kept track of my progress towards them in my weekly journals. The following is my short reflection on each of my goals and my thoughts on whether or not I achieved them:

Skill Goals

My Skill Goals were to establish research skills in a workplace environment and to improve my professional German language skills. These skills were definitely used hand in hand in my internship placement, as much of the research I was tasked with conducting was in German. I feel confident in my ability to navigate through countless hours of research in English and German during my internship and know that I was able to meaningfully present the ConnectZ team with my results. I also surprised myself around the office by being able to understand all German communication that took place and my coworkers were definitely impressed that the only native English speaker was able to speak more than one language. I know that my research and German skills will come in very handy with whatever career path I end up taking.
Knowledge Goals

My Knowledge Goals for my internship were to learn more about startups in Vienna, learn more in-depth about marketing, and study social media trends relating to business. The startup scene in Vienna and Austria is tight knit but extremely active. I took full advantage of this and made the effort to go to as many startup events as possible in my three short months in Vienna. Although I lost count, I suspect that I attended between ten and fifteen startup events and was able to learn and experience so many new things that I never would have been able to in the Milwaukee startup scene. It was definitely inspiring and I will take that startup energy wherever I go.

Much of my research at ConnectZ was specifically related to social media: how companies use it for promoting things, how often they use it, how they interact on it with their customers, how social media companies became part of everyday life, new social media trends, and the future of social media. I learned a massive amount about the subject and was able to tie it into my marketing research. I went to social media marketing seminars, attended internal marketing meetings, and contributed heavily to the marketing strategy of ConnectZ. Gathering knowledge about marketing will be a continuous process in my career but I feel that my time interning gave me a very important ground knowledge of the marketing world and I can confidently say that I definitely met my personal Knowledge Goals for this project.

Value Goals

Communication and team building were the two value goals that I set for myself and I feel that I have met them. I wanted to learn how to communicate effectively in a business environment and I did very well at it. Working at a startup can be unorganized and my first few weeks were very chaotic due to the lack of internal communication and structure. I was being contacted by my coworkers through Skype, Facebook Messenger, multiple Facebook Groups, multiple Whatsapp groups and private chats, two different email accounts, my ConnectZ profile, Dropbox, and, of course, face to face. ConnectZ had not established a specific internal communication channel and it was a hectic free for all, making it difficult to communicate effectively. I took the initiative, even as a new intern, to make organizational charts to better internal communication and to prevent anything from getting lost in translation. These
organizational and structural charts made the day to day much smoother and the office was less tense. I learned so much about communication and how important it is to run a successful business.

Once our communication issues were fixed, I was also able to become a more productive team member. My coworkers knew that they could depend on me and we luckily all got along very well and were able to be open about everything, something that is very important in a small startup. I spent time outside of work with my colleagues and I would not hesitate to say that we created some very strong friendships that I will never forget. Team building in a startup is extremely necessary and I learned how not only have great relationships with your coworkers but also how to work efficiently with them.

**Career/Personal Development**

The career and personal development goals were probably the ones that I focused on the most and was most passionate about while I was interning. During my time in Vienna, I wanted to expand my international network and have a clear idea of what kind of careers I would like to pursue, with a main goal of securing a job after graduation in May. Even though I have don’t have an accepted job offer at the moment, I feel that I have successfully completed these goals.

I spent a lot of time during my internship creating and maintaining multiple professional social media accounts. It is something that I will continuously improve but it has been a great resource to be able to reach out to other like-minded professionals and I know that these connections will help me in the future. I also completely revamped my resume, making it more reflective of my strengths and skills and I have been making sure to tailor it to each job that I apply for. I did a lot of research and got advice from others about writing cover letters and resumes and I know that this has improved my chances of getting interviewed and eventually getting a job.

**My Future**

This internship has also allowed me to discover my passion and helped me focus my job search towards something more interesting for me. Before going to Vienna, I had been working in the hospitality and restaurant industry for twelve years. I really enjoyed it but knew that it was not specifically the career path that I would like to continue after graduation. Even though I learned a lot at ConnectZ, I realized that
my job there was just not something that I was extremely passionate about. The actual mobile application was not something I would personally use and it was difficult for me to put my best effort forward and stay motivated when I didn’t feel like I completely supported the cause. Spending my days researching was not as exciting and fulfilling as I had anticipated and I missed having contact with actual people. Above all, sitting at a desk eight hours a day was something that I was not used to and definitely not something that I enjoyed.

Due to this experience, I have decided to look for other opportunities in the hospitality industry and I have been interviewing for some internal sales positions at my current job. It is a career that I know I will be more effective and motivated at because it is something that I am genuinely passionate about. I feel confident about my decision to take this career path straight out of university and I now know at least where I want to start!

*Sunset in Vienna outside my apartment*