# STUDENT INSPIRE NETWORK
My Experience at a Start-up Company

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Overview

SIN is a student-led, start-up business that provides information to students about career opportunities and advice through videos posted on social media. Due to the business being a start-up, they did not have any previous data to analyse, meaning that I had to educate them on the data they should collect in order to measure their success in the future.

Throughout my Q-Step internship, I was involved in numerous important roles within the business, mostly working alongside the CEO of Student Inspire Network to advise him on decisions where my input was required.
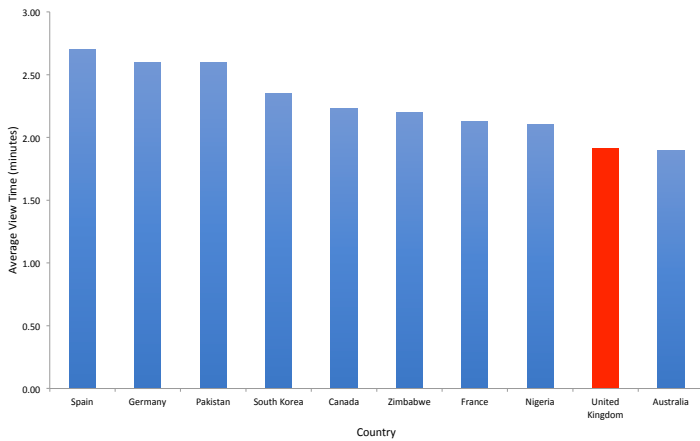
A graph to compare the average view time between countries for "How I got my Finance Internship at Morgan Stanley!" video.

Thumbnail for my first video project, "Things to do in Manchester".

Thought Leadership Report

My main responsibility upon starting my internship was to create a thought leadership report on virtual reality, as this was SIN's latest project that they wanted to launch. This outlined how virtual reality is currently being used in terms of recruitment and education, to introduce this concept to their potential clients. I used evidence to back up the notion that these approaches were successful and finally outlined how SIN planned to use virtual reality with their clients and the benefits the clients would experience. This report is now sent out to all potential clients and used in client meetings, which is very rewarding to know.

Data Collection

After a discussion with the CEO, we both agreed that the best place to start the data collection was with their audience, so they could better understand them and produce content that they knew their audience wanted. I designed a questionnaire using Google Sheets to find out numerous variables we could measure, including degree subject, university attending and gender. As SIN promote diversity, they want to know how many people from minority groups watch their content and be able to monitor this number as one measure of their success.

SIN also wanted to use university societies to promote their videos through a partnership and so I created a spreadsheet containing all academic and liberation societies from all Russel Group universities. I then divided this data into the different subject categories to make them easier to visualise and manage. I was able to carry out some data analysis on their top performing videos on YouTube, which gave them a better insight into which audiences watched which videos.

Conclusion

Although this internship was not very data analysis-based, I have learned many new, key skills that will help me with employment in the future. The role I played in Student Inspire Network required me to make important decisions, many based on my experience as a student and a user of social media, as I am a key example of the type of people SIN are targeting. I was also able to witness first hand and experience numerous client meetings, allowing a greater insight into their clients' needs and providing me with a deeper understanding of this aspect of a business.