



# Start Me Up

Startup work experience  
and training in  
Asia-Pacific

start me up



Program alumni destinations

Google

amazon

McKinsey&Company

IBM

# About Start Me Up

We run entrepreneurial education programs in Asia-Pacific.

We've carved out a reputation as the travel & education program of choice for students at many top universities (**Princeton, Oxford, Cambridge, Cornell, Berkeley**), and many of our alumni go on to launch their own businesses or work at some of the world's most renowned companies (**Google, Amazon, McKinsey**).



## About our Startup Internship Program

Our flagship travel and work experience program combines workshops with practical work experience at a startup.

Our Startup Internship Program has a 96 % rating on Go Overseas, the biggest website that ranks overseas program providers.

We focus on developing skills that will be in demand in the future of work, as identified by **The Economist Intelligence Unit**.

These include creative skills, analytical skills, technical skills, digital skills and cross-cultural skills.

# What our alumni say

"I was looking to get a full flavor of what's out there and this program did a great job with that."

**Lori Cliff, Operations Research and Financial Engineering**

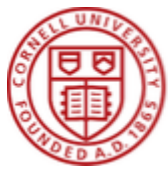


"The exposure to startups and founders was incredible."

**Ian Leung, Engineering. University of Cambridge**

"This was a great way to get hands on experience.  
The internship was incredible."

**Nehaarika Mulukutla, Economics, Computer Science, and Legal Studies**



**Cornell University**

"A great program for anyone interested in startups."

**Aishy Vimal, Communication and Film, Cornell University**

"Start Me Up has expanded my view of how new ways of working are reshaping workplace norms."

**Amelia Martin, Business Administration Western University**



"A unique experience."

**Ashna Jalan, Cognitive Science, University of Toronto**

"A really good way to apply everything that I'm learning in school."

**Suma Kanuri, Data science and international studies, University of Michigan**





# Internships we offer

## Business Development



Nehaarika Mulukutla, a graduate from Northwestern, spent two months on a business development internship for an artificial intelligence startup.

**"The internship was incredible."**

[Read more here](#)

## Data Science

Eduardo Salazar Caldentey, a graduate in Biomedical Engineering, undertook a data science internship. He spent one month on this internship for a gaming startup.

**"I would highly recommend the experience."**

[Read more here](#)



## PR & Communications



Jillian Hess, an undergraduate at Syracuse University spent two months on a marketing and communications internship. During that time she worked for a fashion startup helping with their media campaign and content strategy.

**"I learned a lot about different career paths that exist."**

[Read more here](#)

# Internships we offer

## Software engineering



Giuseppe Picciano, a graduate in Computer Science in the UK, spent one month working on a video web app.

**"I didn't know Graph QL existed before Start Me Up."**

[Read more here](#)

## Data Analytics

Suma Kanuri an undergraduate from the University of Michigan, spent one month on a data analytics internship.

**"It's really interesting seeing the tools that companies are using right now."**

[Read more here](#)



## Engineering



Pooja Vadhva spent one month on an engineering internship for an electric vehicles startup.

**"I learned to use AutoCad software and it was really cool that Start Me Up gave me the opportunity to work with a mentor to develop that skill."**

[Read more here](#)



# Internships we offer

## International business



Josh Campbell spent one month interning with a company that offered solutions to western companies looking to expand in China.

**"A unique experience."**

[Read more here](#)

## UX

Rhiannon Osborne Tonner spent one month on a UX internship for a tech startup in Bali.

**"I learned so much about design and new career options."**

[Read more here](#)



## Digital Marketing



Naomi Mason, a graduate in Accounting from Durham University in the UK spent one month on a marketing internship.

**"I learned the latest marketing techniques."**

[Read more here](#)

# Sectors we cover

A selection of some of the sectors we cover

## Fintech



Luke Kock from Warwick University spent one month on a Start Me Up internship for a fintech company.

**"I got coding experience. I've also learned about UX design which I've always wanted to do."**

[Read more here](#)

## E-commerce

Kai Cromwell spent one month interning for an e-commerce startup.

**"This program far exceeded my expectations."**

[Read more here](#)



## Edtech



Tony Tong spent one month interning with an education startup that caters to junior web developers.

**"A great way to get practical experience of real world skills"**



# Sectors we cover

A selection of some of the sectors we cover

## Internet of Things



Vish Patel, a Computer Science major, spent one month interning for an Internet of Things startup.

**"I learned a lot about JavaScript and new frameworks."**

[Read more here](#)

## Neurotech

Rachel Wells a student in Biological Sciences at Imperial College London interned for a neurotech startup.

**"I don't think there are any other internships that offer something like this."**

[Read more here](#)



## Healthtech



Cecilia Zanna, a medical student from Imperial College London, interned for an Australian healthtech startup.

**"It's completely changed my way of thinking about working."**



# Sectors we cover

A selection of some of the sectors we cover

## Traveltech



Toks Adebajo spent one month interning for a travel tech startup.

**"Very eye-opening and informative."**

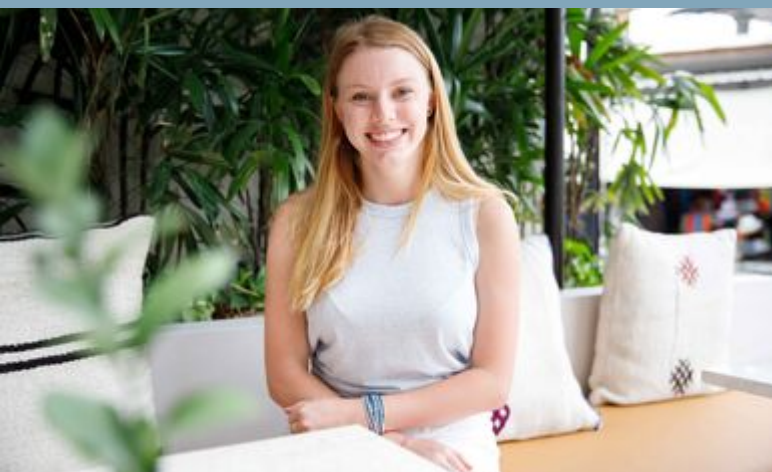
## Blockchain

Henry Purchase, an engineering student, spent one month on a finance internship for a blockchain startup.

**"It provided the perfect platform to learn what it takes to run a startup and put together financial models."**



## Energy



Kathryn Robbins spent one month interning for an energy-focused tech startup.

**"The mentors were amazing and will go out of their way to help you."**

# Health and safety

As an overseas program provider, we take our responsibilities very seriously.

We have a sizeable local and international team in the countries where we operate and we undertake regular risk assessments.

All of our team are trained in health and safety procedures and we have detailed checklists in place to ensure that team members know how to act to promote the highest standards in health and safety.

This includes procedures about what to do in the event that students experience anything from physical illnesses, injuries and mental health issues, to natural disasters.

All participants receive on-boarding, orientation and training before the program starts. This covers information about what to do in the event of an emergency, evacuation points and emergency contacts.

Full details of what we offer in terms of on-boarding are available on request.

Health and safety information prior to arrival



Trained staff on the ground in the countries where we operate



Mandatory insurance required in order to take part in our placements



All participants must complete contracts and agreements



Equal opportunities policy



Daily check ins on the ground



Detailed risk assessments





# About our workshops

Developed by alumni from some of the world's best known startup accelerators, such as **Techstars** and **Y Combinator**, our curriculum covers everything from developing a business idea to getting it off the ground.

## Workshops



Startup ideation



Idea validation



Design thinking



Growth marketing



Prototyping



Pitching

# Workshop themes



## Startup ideation

How to develop an entrepreneurial mindset

The art of startup innovation

How to develop a creative practice

Techniques and exercises used by the likes of Google and IDEO



## Design thinking

The essential principles of design thinking

How to incorporate design thinking into everything you create

Understanding signifiers and affordances in user interface design



## Prototyping

Get to grips with the most versatile prototyping tools

Practical instruction on how to prototype your ideas

How to incorporate feedback from users to inform future versions



# Workshop themes



## Idea validation

Ways to validate your idea

How to create high conversion landing pages

How to find communities and early adopters to validate your idea



## Growth marketing

How to scale your startup quickly

Different approaches to help you gain visibility

How to identify key demographics

How to measure the effectiveness of campaigns



## Pitching

How to win over an audience in seconds

Messaging for different audiences

How to get media interested in your startup

How to create compelling presentation decks

# Mentors and Instructors

Start Me Up has a large network of mentors from across the globe. Our workshops have been developed in conjunction with experts from the world of startups and tech.



Charles-Louis Allizard

Charlo runs a Paris-based studio with a distributed team. He designs and builds websites, webapps, and makes web-documentaries aimed at discovering people and places.

He's a seasoned designer and fullstack developer (Javascript, WordPress) and also a former external lecturer at ESSEC Business school.

Danielle is a seasoned UX/UI product designer, specializing in the fintech market. Collectively she's helped companies raise over 18 million in seed and VC Funding in the last two years. Her interfaces have serviced over 100 million users.

Data drives Danielle's designs which are often powered by React. She believes in staying lean and testing regularly. Danielle works well in small teams and with first-time founders.



Danielle Thompson

Jonny is an entrepreneur, growth marketer and alumni of Techstars Seattle

Jonny co-founded Maptia – a living archive of inspiring and impactful stories from around the world ( launch was featured by Mashable, WIRED & The Next Web).

Jonny has developed Start Me Up's Future of Work curriculum.



Jonny Miller



Do you like the sound of us?

We'd love to hear from you

## How we can work together

### Partner with us

Are your students looking to travel and get world-class international work experience in Asia-Pacific?

We cover a multitude of startup sectors and skills areas and cater for a variety of subject disciplines.

We can also create custom programs for students studying everything from engineering and computer science to international business and communications.

### Work with us on a faculty-led visit

We can work with you to develop and facilitate tailored programs that meet your academic requirements while saving time, energy & resources.

**Email [clare@startmeup.careers](mailto:clare@startmeup.careers) and let's set up a time to talk.**

