

## **SWIM360 - An EXIST approved Business Start-up**

### **SWIM360** EVERYONE CAN SWIM

SWIM360 is a sports wearable startup with a focus on swimming. We are a small development team behind the innovative product that has secured the support of the EXIST Business Start-up Grant. We are passionate about building a product that empowers swimmers and triathletes to train better and improve performance. Our product is an all-in-one device for beginners or pros to achieve their swimming goals using a fresh new methodology. The device consists of a belt and a sensor, both of which when used in combination create an ideal all-in-one solution regardless of body type or skill level. Ranked Top-10 Design Ideas in 2017 at Hessen?Ideen, the idea kept growing under the support of Uni-Kassel and Humboldt Innovation in 2018 and has now secured early-stage funding from EXIST in partnership with the Humboldt University's Institute of Rehabilitation Sciences from the start of 2019.

### **Marketing and Pilot Program**

Key person to support Product Testing and Launch

City: Berlin; Starting Date: At the earliest possible; Duration: Till Dec-19; Renumeration: 2500 €

#### **Task**

You will work closely with the founders to ensure the success of our Product Testing phase, Early Awareness phase and finally the Launch phase over the year 2019.

#### **KEY TASKS:**

- Content creation for early marketing, testing and launch ranging from copywriting to videography.
- Drive early marketing initiatives and manage public relations while keeping an eye on the competition.
- Manage and grow our social media presence to create interest amongst early adopters and potential partners.
- Identify test subjects and local swimming pool partners for the trial program in Berlin.
- Plan and deliver training/briefing program for participants of the test group.
- Plan and execute trial programs while collecting pre- and post-trial surveys.

#### **Qualifications**

##### **THE IDEAL CANDIDATE WILL HAVE:**

- A Bachelors Degree with a background in Economics, Business, Marketing or Media Studies (completed within the last 5 years).
- 2+ years of community or social media management experience.
- Outstanding written communication skills and organizational proficiency (English).
- Experience in Adobe Photoshop or other photo editing software.
- Familiarity using customer service management platforms or project management tools.
- Experience building and engaging communities digitally and physically.

##### **BONUS POINTS IF YOU:**

- Are multilingual.
- Have coached swimming or triathlon.
- Have scaled or launched a digital or physical community before.

## What We Offer

- To join a highly motivated team and take part in redefining the sport of swimming.
- Monthly Stipend of €2500 for the funding period till Dec 2019.
- Flexible working environment - choose your working hours.
- Cozy working space at an Innovation Hub in Berlin-Mitte with a fully equipped community kitchen.
- Masala Chai and Coffee.

## Application

Applicants should email their interest to [nikhil@swim360.de](mailto:nikhil@swim360.de) (Nikhil Antao)

More information at <https://stellenticket.de/60730/BG/>

Offer visible until 09/03/19

