Tech-Prize – Idea Competition
In-Person Display

Right Panel (1'x3'-4 pgs)
Special item to communicate
(Why you are doing, things
you are supporting,
customer detail, etc.

Left Panel (1'x3'-4 pgs)
Who you are

Middle Panel (2'x3'-4 pgs) Your
Idea Overview

TECH-PRIZE	The problem to solve	The market	Special Interest Story – pc 1
Summary of you and your team	Your idea	How you will sell (go to market, price, profit	Special Interest Story – pc 2
How you came up with the idea	Competitive ideas	How much you will need to take your next step	Special Interest Story – pc 3
Where the company will be (name, map, etc.)	Why yours is better	How to contact you	Special Interest Story – pc 4

- The In-Person judging is set-up in a story board format. The overall panel is 4' wide and 3' tall. 1' wings and 2' center
- 8.5"x11" paper is used to communicate the idea. The panels are set-up on tables for viewing. A team can have a prototype there in front if available
- 10 of these panels are selected for the Strive-On voting App, along with your short video

Idea Competition
Fan Favorite Voting

TECH-PRIZE
IDEA COMPETITION
2022

I⊙D
INTERNSHIP ON DEMAND

- Product Name: **Internship on Demand**
- Idea Category: **Industry**
- Team Hometown: **Madison, Wisconsin**
- Team Members: **Keegan Moldenhauer**
                    Ryan McKernan
                    Kit Chow

TECH-PRIZE

**Scan to see the
Schedule of Events!**

strive on

A SCAN TO VOTE

**Scan to load the
StriveOn voting app
For the Idea & Pitch
Fan Favorite Event!**

The Founding Team

Team

Keegan Moldenhauer
Product/CEO
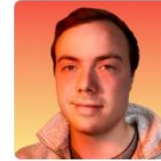3+ years technical project leadership, University teaching experience

Ryan McKernan
Student Success
Engineer at Milwaukee Tool, launched various consumer goods

Kit Chow
Fundraising/COO
2x Founder, gBeta alum, experience community builder

Alexandra Tallon
Director, Business Development
4+ years B2B enterprise sales & marketing

Benjamin Hansen
Software Development
Capital One, video game design at PerBlue

Mike Klein
Board of Advisors
VP of Human Resources at Bemis. 20+ years HR leadership

Spectrum Brands

Milwaukee

KOHLER.

gener8tor

INTERNSHIP ON DEMAND

How we started Internship on Demand

Traditional early-talent acquisition is broken

Every year, 64% of college students are overlooked for internships

*National Association of Colleges and Employers, Feb 2022

We've lived this ourselves

Along with millions of college students across the country

Due to the pandemic, we saw students lose the career-defining opportunity that comes with landing an internship. **We started Internship on Demand to ensure no college students would struggle to begin their career.**

Company Location

Internship on Demand is headquartered at StartingBlock in Madison, WI
821 E. Washington Ave 2nd Floor, Madison, WI 53703

Our 3 co-founders are located in **Madison, Milwaukee,** and **Chicago**. We have 2 additional teammates working remote in Indiana and Nevada.

The Future of
Work is
UNCERTAIN

INTERNSHIP ON DEMAND

Forbes
**Why U.S. Talent Shortages
Are At A 10-Year High**

ManpowerGroup

Reported: 69% of employers struggling to fill
positions, up from just 14% in 2010

KORN FERRY

The $8.5 Trillion
Talent Shortage

**Traditional solutions like internships & other
early talent programming don't work...**

$**12 Billion+**

Wasted spend on internships alone incl.
recruiting, training, wages & management

>**10 Million**

College students are overlooked for
internships every year

Competitive Landscape

Talent acquisition tools underserve employers

1. Take too much time and resources

2. Don't find the right candidates– based on real work & value fit

Traditional recruiting or paying external recruiters is even more costly and leads to ineffective hiring.

INTERNSHIP ON DEMAND
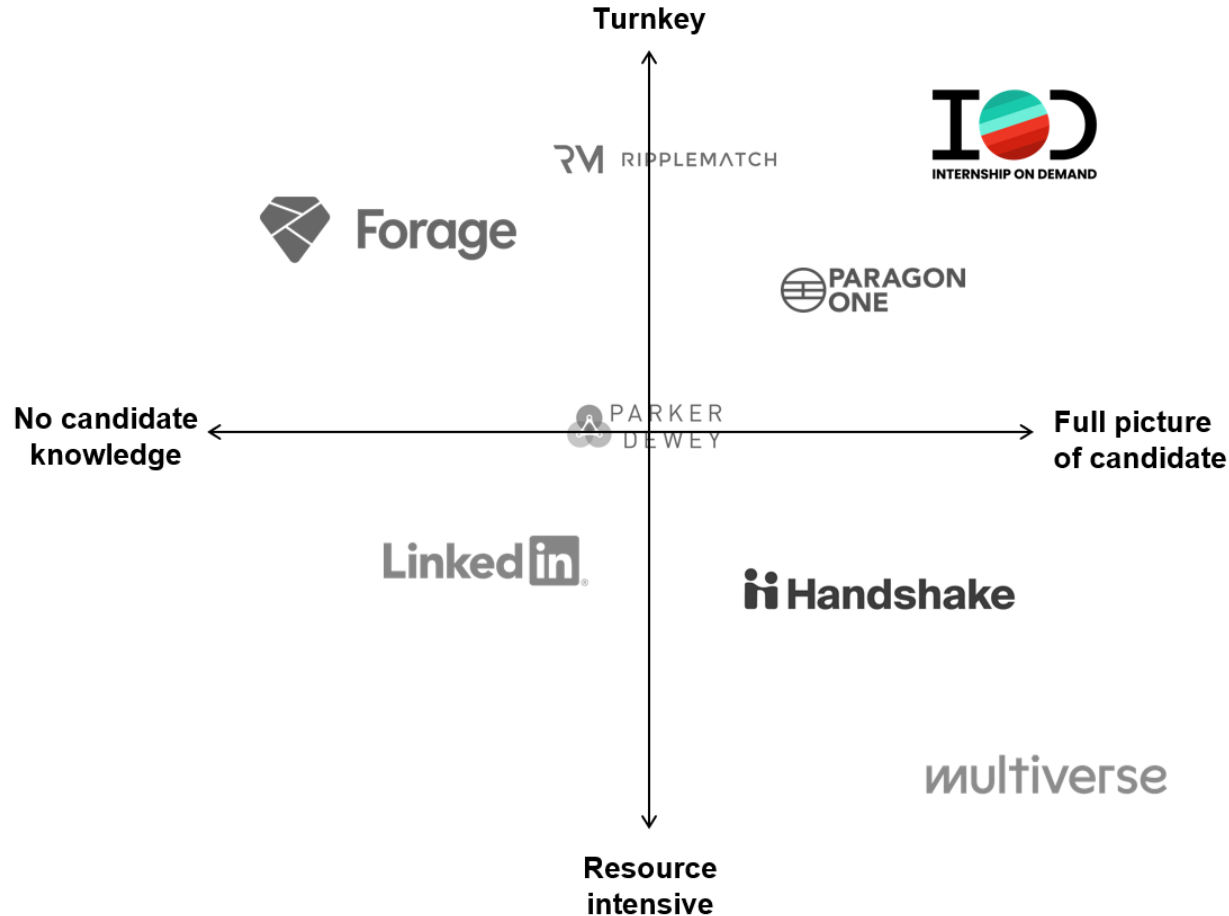
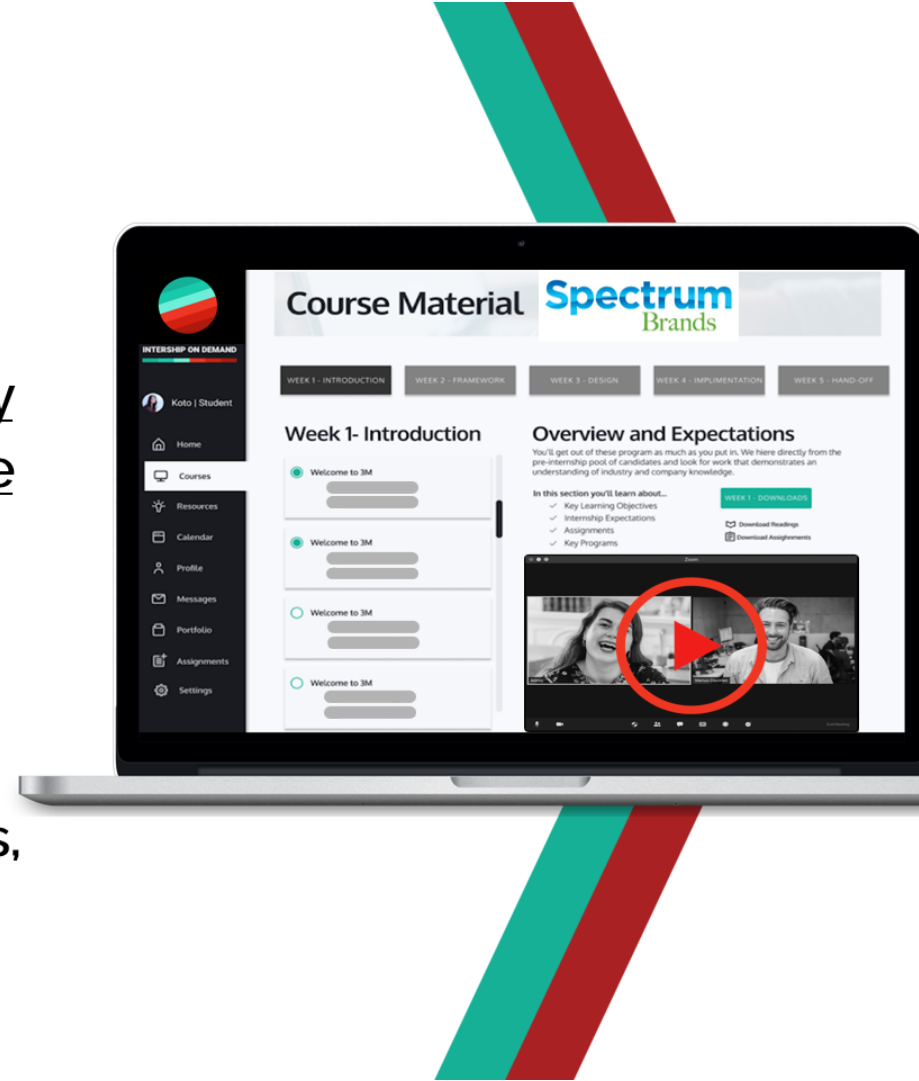# Rethinking traditional hiring & training

Our Solution

Pre-Internships:
Work-based hiring & training

1. Saving hiring teams <u>time</u> & <u>money</u>
2. Increased productivity on <u>day one</u>
3. Higher <u>full-time conversion</u> & <u>retention rates</u>

Custom, employer-driven virtual programs reflecting culture, projects, and role responsibilities

INTERNSHIP ON DEMAND

Our Unique Advantage

We are experts in hand-on learning, specifically for early career talent & have helped 100+ students excel in entry level projects

Current hiring tools are expensive and limited in recruiting scope

Internships happen too late & leave minority students behind

Hires are made without measuring values fit, technical aptitude, & long-term goals

INTERNSHIP ON DEMAND

1. Freshman & sophomore college students **come to IOD looking to build their resume**

2. **We match to pre-internships** that fit their career goals & interests

3. Hiring managers gain access to **real work examples, mentor comments, & culture fit analysis** to hire with confidence

4. We recruit from **20+ university partners** and **70%** of our talent pool comes from **diverse background**

Our Go To Market Strategy

2022
Engineering & Manufacturing
INDUSTRIES

$1.2B

2023
IT & Biotech
INDUSTRIES

$3B+

2024+
Wide industry lens, high school, & prof. dev.

$14B+

$50K ARR per customer, US data
250+ FTE w/ existing talent acquisition

INTERNSHIP ON DEMAND

B2B SaaS platform

Pre-Internship Pricing	**Upfront setup fee** ○ Pilot pricing model **Per-intern fee** ○ Hourly wages + management fee
Recruiting access Pricing	**Recurring subscription fee** ○ Dependent on business size

Interns are paid & it is free to join the platform

INTERNSHIP ON DEMAND

Upcoming Pre-seed Round

We are seeking a $1M Pre-seed round to scale our engineering focus, grow our sales team, and complete the development of our custom software platform using bubble.io.

The IOD Technology Roadmap

Q4 2021
Student value prop proven

Q3 2022
Company value prop proven

$1M Pre-seed

Q1 2023
Custom software MVP

Q4 2023
Data driven fit predictor

Seed round

Q2-Q3 2024
Full-stack platform 2.0

SERVICE FOCUS

SOFTWARE FOCUS

INTERNSHIP ON DEMAND
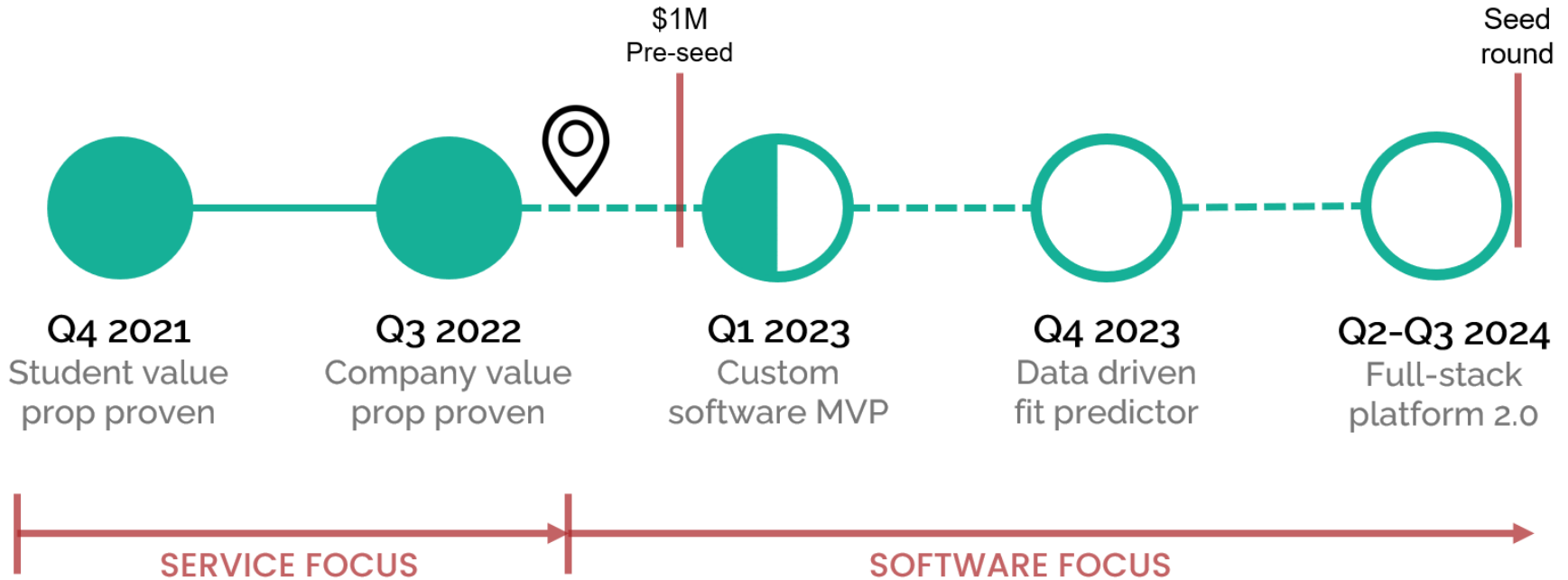
Thank you

Contact us:

821 E Washington Ave 2nd floor
Madison, WI 53703

www.internshipondemand.com

Keegan Moldenhauer
Co-Founder + CEO
keegan@internshipondemand.com
608.712.9842

INTERNSHIP ON DEMAND

Hires made through internal internship programs improve retention. Pre-internships accelerate career fit!

Internships are a proven employee retention tool

	One year retention	Five year retention
Hires made with **internal internship experience**	71.4%	43.9%
Hires made with **internship experience at another employer**	59%	37.3%
Hires made with **no internship or co-op experience**	42.4%	27.8%
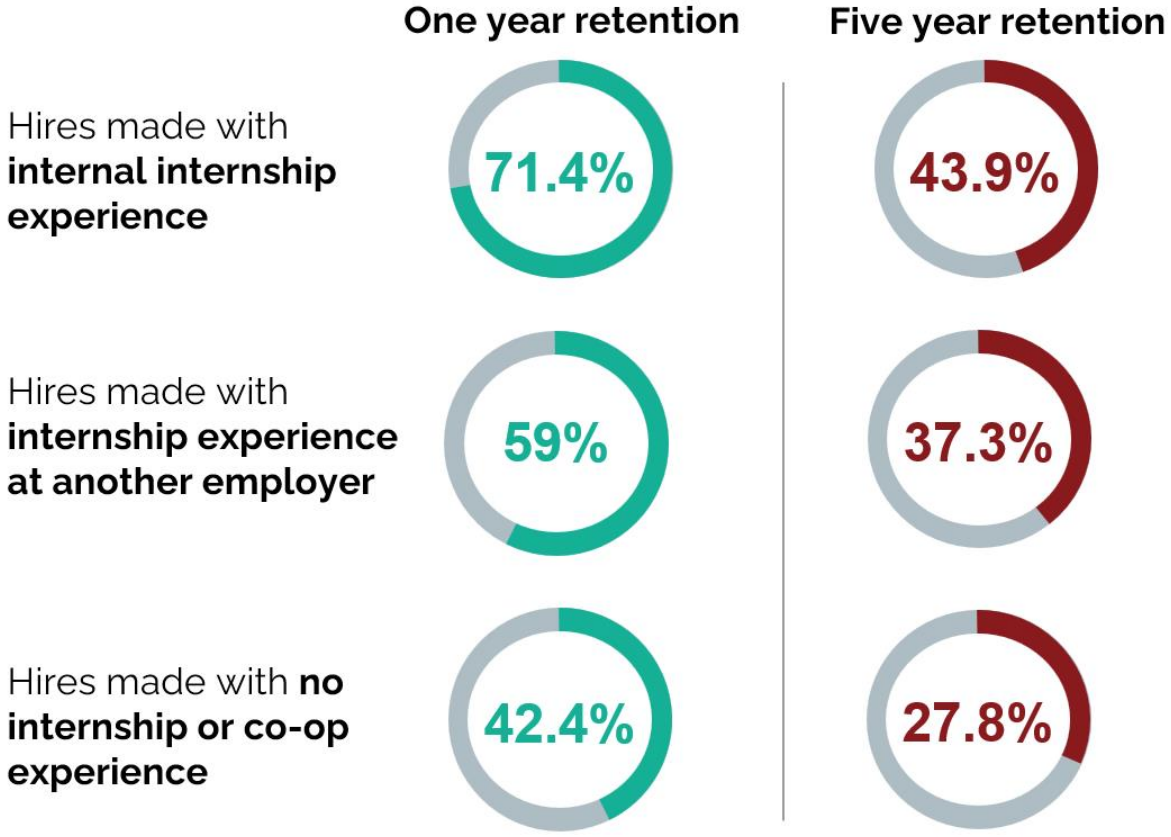
Source: *2019 Internship & Co-op Survey Report,* National Association of Colleges and Employers.

INTERNSHIP ON DEMAND

We build custom curriculum to reflect key employer roles, responsibilities, and culture – refined through data

Student Feedback

Our engineering curriculum works
- Consistent, high satisfaction

Engaging company and community works
- 7/9 Bemis pre-interns held or improved interest in Sheboygan, WI post-graduation

What we need to improve
- Team-based structure – time & communication

"This online pre-internship has given me exactly what I want to gain from it. I was able to establish professional connections at Bemis Manufacturing and learn new skills that I can apply to my curriculum"
Mory D., Bemis Summer 2022, Howard University
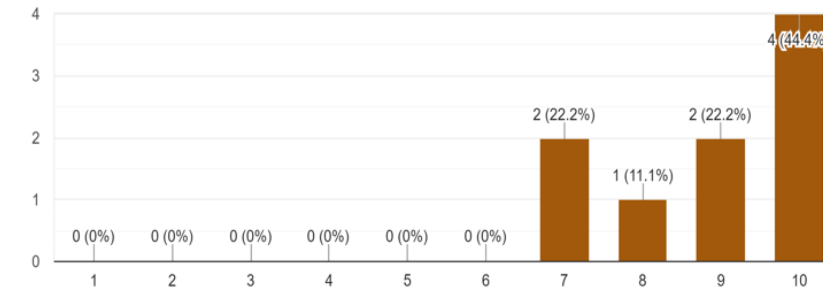
INTERNSHIP ON DEMAND

How satisfied were you with this week's learning content? (e.g. videos, readings, live sessions)
48 responses
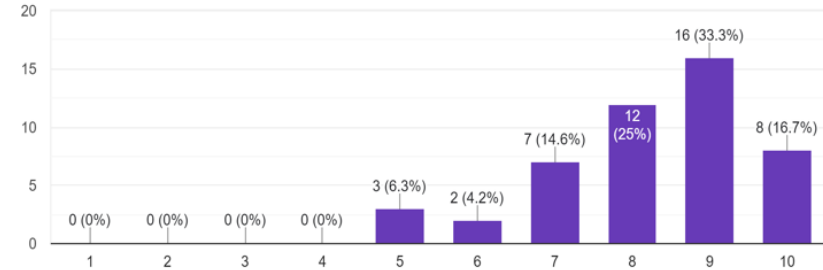
How likely are you to recommend an Internship on Demand program to someone else?
9 responses

Earning early revenue & accelerating career success

Traction

Proving our 2-sided impact

6 pre-internship cohorts

33 pre-interns to date, 100+ applicants

70% applicants identify as minority or female

$26k Total revenue, YTD as of 8/20/22
$100K sales pipeline with 150K ARR for 2023

INTERNSHIP ON DEMAND

Early company partners

Spectrum Brands

BEMIS

SOHN MANUFACTURING, INC.

Deep student pipeline

20+ university career center partners

4,000+ HBCU students with UnchainedInc partnership

Focused, diverse groups
e.g. Boys and Girls Club

BOYS & GIRLS CLUBS OF DANE COUNTY

Follow on development & growth plans

Testing and scaling between fundraising rounds

Pre-seed to Seed, 18 months runway (Q1 2023 – Q3 2024)
- **Scaling:** engineering curriculum, less lift to build and deploy pre-internships through bubble.io platform, sales operations
- **Testing:** fit-predictor model, new industry curriculum, higher ACV pricing, subscription model, full-stack custom platform

Seed to Series A, 21 months runway (Q4 2024 – Q3 2026)
- **Scaling:** Fit-predictor model, curriculum development strategy, higher ACV, full-stack custom platform
- **Testing:** Upstream (K-12) & downstream deployment (L&D, career changers), monetization of university partnerships

Series A to Series B, 21 months (Q4 2026 – Q3 2028)
- **Scaling:** Upstream & downstream curriculum – full deployment as an education alternative
- **Testing:** International development & deployment

INTERNSHIP ON DEMAND