



SUMMER INTERN PROGRAM

Seven weeks & 11 weeks rotational program in the Hong Kong office

HK departments to participate:

- Cryptocurrency Exchange Business
- Marketing & PR - China/APAC N
- Research & Analytics
- ICO Advisory & Partnerships

Benefits to the intern:

- Earn in-depth, hands-on experience well beyond what is possible in the classroom or in a traditional internship
- Try a variety of positions/departments at a company to find out what type of work they excel at and enjoy the most
- Learn how the company works behind the scenes and how different roles and departments work together
- Develop leadership skills that will be critically important to advance in a career
- See what it takes to successfully launch a startup and have an ICO from the ground up
- Students will leave the course as a “Certified Bitcoin Professional” and will have an extreme grasp of the overall FinTech sector, blockchain technology and implementations, etc.

Benefits to trade.io:

- Develop strong relationships with leading global universities to funnel top students to us over institutional banks
- Low cost with high-talent return
- Leverage intern experience to build brand marketing and awareness
 - LinkedIn posts about what they've learned and experienced
 - They can bring back to university and spread their experience

HK Internship Layout

(11 weeks)

Week 1: Introduction to the company/office

- Choose topic that you want to focus on over the course of the internship
 - Report to be handed in the last week of internship

Week 2 - 4: Research & Analysis

- Look into and research all aspects of trade.io's business
- Look at what competitors are doing
- Look at current and future market trends
- Read whitepapers and give feedback to help upper management make crucial decisions
- Look for gaps in the current FinTech ecosystem that trade.io can benefit from

Week 5 - 7: ICO Advisory & Partnerships

- From the whitepapers that get through the screening process, develop to market strategy
 - What advisors should be brought onto the project
 - What aspects should be the three unique selling points (USP)
 - Work directly with the ICO project management and liaise between them and trade.io management
- Act as project manager for specific ICOs
- Read through reports, case studies from leading firms (HBR, McKinsey, Big 4, etc.), and looking at how other companies, both in and out of FinTech, currently do marketing in the region
- Create marketing campaign which focuses on WeChat/QQ

Week 8 - 10: Cryptocurrency Exchange Business & Marketing

- Create in-depth SWOT analysis on what other exchanges are doing (skins, giveaways, layout, etc.) and how they are marketing to the public
- Read through reports, case studies from leading firms (HBR, McKinsey, Big 4, etc.), and looking at how other companies, both in and out of FinTech, currently do marketing in the region
- Create marketing campaign which focuses on WeChat/QQ
 - Connect WeChat/QQ campaign with online exchange through giveaway, reward, airdrop, etc.

Week 11: Take your "Certified Bitcoin Professional" course

- Reach out to the CryptoCurrency Certification Consortium (C4) to form partnership

HK Internship Layout

(7 weeks)

Week 1-3: Introduction to the company/office & Research and Analysis

- Choose topic that you want to focus on over the course of the internship
 - Report to be handed in the last week of internship
- Research & Analysis
 - Look into and research all aspects of trade.io's business
 - Look at what competitors are doing
 - Look at current and future market trends
 - Read whitepapers and give feedback to help upper management make crucial decisions
 - Look for gaps in the current FinTech ecosystem that trade.io can benefit from

Week 4-5: ICO Advisory & Partnerships

- From the whitepapers that get through the screening process, develop to market strategy
 - What advisors should be brought onto the project
 - What aspects should be the three unique selling points (USP)
 - Work directly with the ICO project management and liaise between them and trade.io management
- Act as project manager for specific ICOs

Week 6-7: Cryptocurrency Exchange Business & Marketing

- Create in-depth SWOT analysis on what other exchanges are doing (skins, giveaways, layout, etc.) and how they are marketing to public
- Read through reports, case studies from leading firms (HBR, McKinsey, Big 4, etc.), and looking at how other companies, both in and out of FinTech, currently do marketing in the region
- Create marketing campaign which focuses on WeChat/QQ
 - Connect WeChat/QQ campaign with online exchange through giveaway, reward, airdrop, etc.
- Take your "Certified Bitcoin Professional" course
 - Reach out to the CryptoCurrency Certification Consortium (C4) to form partnership