

# INTERNS TO ACCELERATE YOUR STARTUP



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## WHY ARE WE TALKING ABOUT INTERNS?

Interns can be used to boost your startup:

- Get an extra set of hands
- Train your leadership skills
- Potentially a new core team member

But it does take some work - and we'll guide you!

- Discussion tool for taking in interns
- Support

## A SHORT BACKGROUND

### HOW DID THE DISCUSSION TOOL CAME TO BE?

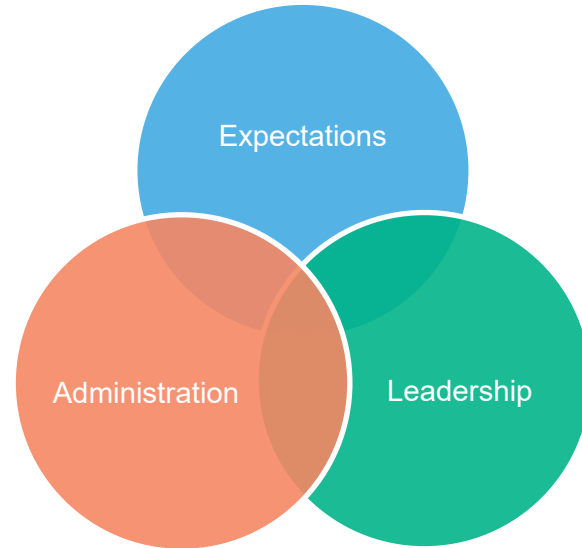
We have seen first hand how an intern can accelerate a startup's development.

But we have also seen internships where the outcome hasn't lived up to the expectations – not the startup's nor the intern's.

Nordic Entrepreneurship Hubs has conducted interviews with startups and interns to **identify challenges, opportunities, do's and don'ts** when adding an intern to your team.

## THE DISCUSSION TOOL FOR TAKING IN INTERNS

- Set of three topics with questions
- Legal package (ask your coach!)

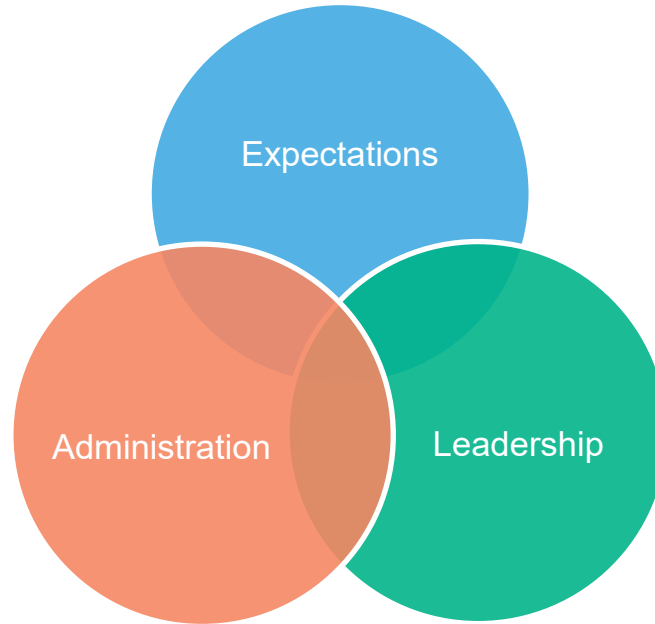


## EXPECTATIONS

- Understanding the team's expectations of the role of an intern
- Understanding the intern's expectations

## ADMINISTRATION

- Practical aspects of the recruitment process
- Employer branding
- Legal package



## LEADERSHIP

How you can become good leaders (and what that means to you)

## EXPECTATIONS

- Talking about expectations mean to figure out *why* you as a team want an intern, and what you can offer in exchange
- Expectations within the core team, and between the core team and intern.
- Aim to create win-win situations!



## EXPECTATIONS

### Exercise time!

Discuss why you want an intern and for what purposes?

Example of questions to get you started:

- Why do you want an intern?
- What competencies are you looking for in an intern?
- What can you offer the intern?

**Come up with** bullet points.

**Let's hear what you  
came up with!**



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## LEADERSHIP

Having an intern is a way to:

- Get additional workforce and competence in the startup.
- To practice and develop your leadership skills when being responsible for an intern.

Example of questions to consider as part of your leadership

- How you will divide the responsibility within the core team
- If you want to set up a program and/or a structure for the intern
- How much time you can spare for managing the internship
- If you have all competencies you need to manage the internship. If not, how you can acquire them



## LEADERSHIP

### Exercise time!

Discuss in your team: Think back on a situation where you experienced/met a good leader. What made that leadership good?

**Come up with** bullet points for what kind of leader you want to be, and how can you facilitate that.

# What's a good leader to you?



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## ADMINISTRATION

- The recruiting process
- Think through how your internship ad is phrased
- What you put out there is a reflection of your startup → Employer branding
  
- Legal package (ask your coach)



## LEADERSHIP

### Exercise time!

Discuss in your team and write down what characterizes your startup/team and what you would like to include in an ad when looking for interns.

**Based on your discussion**, write down bullet points on how you think your startup is being perceived from an outside perspective.

*Also reflect upon how you would like your startup to be perceived and how you can reach that.*

**How do you want your  
startup to be  
perceived?**



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**THANK YOU**  
**FOR YOUR TIME**



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