

Internship Opportunity with Oregon BEST

An independent, nonprofit established by the Oregon Legislature, **Oregon BEST** (Oregon Built Environment & Sustainable Technologies Center) builds on Oregon's reputation as an international leader in sustainable built environment and renewable energy innovation. Our charter is to help Oregon grow new companies and new jobs in the clean technology sector by supporting small businesses and university researchers in commercializing their innovations.

Project Overview: Indow Windows, a company supported by Oregon BEST, is trying to determine the most effective go-to-market strategy and there are two competing ideas that need to be tested. The plan would be to utilize this internship program to lay the groundwork for this test to take place starting in September 2012.

The two competing market strategies are the Home Energy Performance market channel and the Direct market channel supported by a strategic partners national Measure and Installation teams. Both are going to be driven by Indow's ability to strategically target geographies across the country that have significant density of pre-1950 homes with household incomes of \$60,000 and higher.

The tool available to find these target markets is a GIS software system called Esri Business Analyst Online Plus. Esri is a leading provider of GIS mapping and data software. With this mapping and a better understanding of the new USPS Every Door Direct mailing service, very targeted, cost effective direct marketing campaigns should be able to be executed. These mailings will support a handful of Home Energy Performance providers in key geographies and it will allow Indow to measure not only potential customer response but also conversion ratios between itself and the Home Energy Performance providers. That learning will help determine longer term go-to-market strategy development.

The intern's four month task will be to:

- Learn the Esri software system
- Create detailed national maps quantifying and detailing the concentration of targeted geographies by zip code
- Numerically and geographically quantify the density of targets inside a defined territory of the home energy efficiency partner
- Learn and understand the new USPS Every Door Direct Mail service
- Help prepare the direct mail pieces
- Drive down the cost of the direct marketing program by comparing the cost of the current system versus integrating the GIS mapping with the USPS service
- Train two Indow personnel on the Esri and USPS systems

Qualifications:

- The intern should have a strong familiarity with software systems with Esri GIS preferred.
- An understanding of business, marketing and sales is desirable.
- Self-motivation and self-direction is required.
- The intern will need to provide their own laptop.
- The candidate needs to be recommended by a program director, instructor or professor who has taught or interacted with the student.
- All work product will be owned by Indow Windows but work samples can be utilized by the student for educational purposes.

Location:

Most of the work will be performed at Indow Windows, located in NE Portland.

Hours and Compensation:

The expected time commitment of the intern is 20 hours per week for 16 weeks.

Compensation is \$12 per hour.

No benefits are provided.

Contact:

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