

## Violet Atrium Internship Blog

### Week 1:

This week, I started working at Minim on Elm Street in Manchester. When I showed up on Monday I was kind of nervous because I've never had a 9-5 job before and I've also never worked for a startup company. When I got here it was exciting but also kind of weird at first. I walked in and said hello to the boss, Jeremy, and then went and sat down at my new desk. It was probably a half hour before I got any sort of direction. **I quickly learned that that is the nature of a startup. You have to be a self-starter. You have to look around and see what needs to be done, nobody is going to hold your hand.** Soon I was introduced to my fellow interns and everyone around the office, and was given my first task of doing market research. It was difficult work, without a specific set of instructions, but the only way you learn is by doing, and figuring out what does and doesn't work. Eventually I got better at it and faster, and that's a skill I'll have for the rest of my life. **I've realized that if I want to start my own company someday, there isn't going to be an instruction manual.** I'm going to have to learn how to learn, and adapt as I go, and I think this internship is really going to help me prepare for that. On Thursday we moved all of our stuff into a newly renovated space one floor down in the same building. It was strange to see all these people that have built and sold companies for millions of dollars doing tough physical labor. **This showed me that when you're in the startup stage, you have to do everything yourself, whether that's developing your own website, or taking out the trash.** You do whatever it takes to succeed. Overall my first week was great, I met a bunch of new people, I learned a lot, and I can't wait to see what the rest of the summer has in store.

### Week 2:

This week our company moved into a new space in the same building. This marks the official division between Minim and Hitchcock Management. The space is still getting renovated but

everybody is already settled in and working hard. This week I'm working on transferring all of our company domain names to the same hosting service. It doesn't sound like a lot, but when you have almost a hundred domains it takes awhile. It'll probably take most of the week to finish this, but as always I'm learning a lot. I didn't know anything about domain names or DNS or transferring before starting this project and by the end I'll be an expert.

Week 3:

This week I'm working on doing **market research** for Minim. We're marketing our product to internet service providers, so I have to look up all these different metrics and statistics to figure out which ones will be the best to target for our pilot program. Right now we're deployed to one service provider so we can continuously improve our product and see how our changes affect the service providers and their subscribers. The research I'm doing for minim is really in depth, and oftentimes information isn't readily available, so I'm having to come up with creative ways to find it which is a good skill. Doing all this research feels tedious, but it's cool that I get to see where it comes in handy as we reach out to more and more potential customers.

Week 4:

This week I started working on the **company website**. We're launching and **announcing the existence of Minim publicly** this week so we need a place for people that hear about us to go to learn more. I'm working with the other Minim intern, Nick, to build this website using a template through Hubspot. It's difficult because our boss, Katie, gave us a specific set of specifications that she wants for the website, and not all of them are possible with the template out of the box. So we had to go back to the skills we learned in our management information systems class, and alter the template using html and css. This site will be getting a lot of traffic in the next few weeks due to the press we're going to get when we launch so we have to make sure we get it right. Update: here's the final product that we designed [www.minim.co](http://www.minim.co).

Week 5:

This week I'm working outside the office for a few days on a special project at my boss Jeremy's house. He has solar panels on his house and he wants to figure out why it has so much baseload. So what I've been doing is flipping the circuit breakers to try and figure out what's been using all that electricity. Other than that I'm also setting up a new wifi network in his house for a lot of his IOT devices to go onto, because they're using a lot of his bandwidth and making the internet slow. I'm also working on a project for Jeremy to get an 80's video game remade. I had to track down who owns the rights and I'm negotiating to buy them, so it's good research and negotiating experience.

Week 6:

This week Nick and I have been doing research on different Auto Configuration Server (ACS) vendors. We're trying to figure out who's the biggest and smallest players in the space and which internet service providers use which platforms. The reason we're doing this research is that, one of the potential solutions for our wifi management product will use ACS servers, so we have to either pick one to use, or we're going to have to create one ourselves. Also this week the mobile app got finished so subscribers can see what is going on in their network right from their phones. I'm learning a lot about the b2b tech industry in general, which will help me if I decide to start a company in this space somewhere down the line.

Week 7:

This week I continued to do ACS and ISP research, but my main focus was doing **due dilligence** for the Millworks Fund. The Millworks Fund is a **venture capital fund**, that is run by Jeremy's wife Liz who is a general partner. She taught me all about the fund and walked me through what it takes to be an accredited investor, what comprises a partnership agreement, private placement memorandum, and a subscription book. I'm doing all the administrative tasks as well, reaching

out to people that have not paid and tracking subscriptions and payments. For due diligence, I researched 3 companies that were already chosen to be awarded \$100,000 each: College Pulse, a student survey company, Thunderbolt Innovations, a construction project management company, and Addapptation, a microapp service company. This was my first experience with DD and it was somewhat nerve wracking to present my findings to the general partners, but I did it and learned a lot.

Week 8:

This week Nick and I are building a wifi lab in the office to test our product. We got shelves from Home Depot and built them, then we set up a new wifi network and installed our product on a new router. Then we hooked up all these different devices to test them and make sure they all worked with the product. It was a good change to switch up from all the computer work to build something that we could actually see in action. Also this week, our direct supervisor Katie abruptly left the company. We weren't informed of the reasoning but now we are working more closely with Jeremy which is what we thought we'd be doing initially so it's a nice change of pace.

Week 9:

This week, we're being tasked with doing some **outreach to local ISP's**. We're not necessarily trying to sell to them at this point, but we are trying to gauge their interest in our product, inform them about it, and potentially bring them on as a partner for a pilot test run. We're drafting emails and setting up phone calls for Jeremy, our boss. We draft the emails then send them to him to be sent from his email account, because we don't have a lot of outreach experience (yet), and these deals and relationships could potentially be worth a lot of money down the road, so we're getting the learning experience without the risk!

Week 10:

This is our final week with the internship at Minim. We're working on building out the team page on the company website to include all the non-management personnel. In other news, our app has been accepted onto the app store, and we got to see the process that goes into preparing the app and all other necessary paperwork and descriptions that are needed for app store acceptance. Both Nick and I are going to continue working for Minim remotely after the official end date of the internship because we've gained so much knowledge that they want us to stick around. This experience has truly been invaluable to my development as an entrepreneur, and I can't wait to see where all the lessons I've learned lead me. None of this would have been possible without the Ecenter, its dedicated staff, and Harry Patten, and I can't thank them enough for the opportunity.