



**FEYNN LABS**  
| *Experiment with your Knowledge*

## Internship Guidelines

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### I. Criteria for receiving Internship Certification (IC):

1. Completion of 1<sup>st</sup> Project
2. Completion of 2<sup>nd</sup> Project
3. Completion of 3<sup>rd</sup> Project

### II. Criteria for receiving Letter of Recommendation (LoR):

Internship Grades  $\geq 6.0$

(Grading format is attached below)

### III. Modes of Communication and Instruction:

There will be sessional/scheduled group meetings after every project assignment. Interns will be given fixed set of instructions and deadlines for task completion/project submission.

Main platform to be used to convey instructions:

1. Discord (Primary)
2. WhatsApp (Secondary)

For any discussion/guidance/doubt clearance from Project Mentor kindly perform any one of the following actions:

Step 1: DM at Discord or WhatsApp (+91 7002326736) with your queries

Step 2: If the issue can't be resolved over message, you will receive a call from us or a live session will be conducted over Discord Stream or Google Meet.

**IMPORTANT NOTE:** Direct calls, without first stating the query in message, will not be picked up. Project Mentor will be available from 11:00 am to 7:00 pm for 1 on 1 Counselling.

If the helpline channels are busy, kindly be patient as Project Mentor will call back or resolve any messaged query within 12 hrs.

#### IV. Internship Format

Our Internship Program will mainly comprise of (Tasks & Projects):

1. Project 1 (Solo): AI Product/Service Prototype Ideation (Compulsory)
2. Project 2 (Team): Market Segmentation using Data Analysis and Machine Learning (Compulsory)
3. Project 3 (Team): AI Product/Service Prototype Business and Financial Modelling (Compulsory)
4. Promotional Tasks (Optional)

#### V. Internship Grading (for LoR)

Projects (65%)			Team Co-operation (20%)	Promotional Tasks (15%)
Project 1: (solo) 10% (5% for abstract prototype report 5% for code implementation)	Project 2: (solo/team) 20% (5% for Study Task 15% for Real World Market)	Project Assessment Questionnaire (solo) (Project 2 &3): 10%	Involved in EDA and ML Modelling: +10%  Not Involved in EDA and ML Modelling: +5%  Based on Team Member Rating: 10%  (Team members can try out different ML Models and EDAs techniques individually)	(Project 1) Article Posting on LinkedIn: 5%  (Project 2) Article Posting on Medium/LinkedIn: 5%  Company Updates Sharing: 5%
Project 3 (solo/team) 15%	Bonus: +5% (team) (for no assistance in Data Collection)	Bonus: +5% (for being good team leader) -5% (for being bad team leader)		
<b>Penalty: -2% on every missed deadline of Project Submission.</b>				

Note:

i) x% means x is the total grade for the particular grade section and Intern's grade will vary based on performance/quality of the respective tasks or projects.

ii) +x% or -x% is flat addition (by x) or subtraction (by x) respectively to/from the total Internship Grades.

iii) For team Projects, if your teammates collectively decide to drop your name from Project Report (Market Segmentation) for not contributing to the project in any way, they can do so.

In that case, the Intern whose name is dropped will be counted as not completing the project and won't be provided INTERNSHIP CERTIFICATE until and unless he/she completes the Project report on his/her own again.

## **VI. Performance-Based Stipend**

Stipend for Segment B is performance based i.e., NOT GUARANTEED and will be applicable only on 1st and 2nd Project (performed solo). As per below criteria, the projects will be assessed by Project Mentor and Our Business Associates in 2-3 months after Internship Completion.

### **1st Project Criteria are:**

1. Prototype Implementation: If the Intern implemented the Prototype in an app or website in
2. MVP form (Minimum Viable Product)
3. Monetization: Presence of a Practical Business and Financial Model
4. Feasibility Assessment of the Product: whether the product can be developed in 3-4 years or
5. not.
6. Viability Assessment of the Product: whether the product can be sold or not, in scale.

Assessment: Payout Selection will be based on Subjective Assessment by Project Mentor and our Business Associates as well Objective Grading of the Projects.

Grading: Each Criteria will be graded out of 10.

NOTE: Payout Grading is different from LoR Grading.

### **2nd Project Criteria are (must be performed solo to be applicable):**

1. Relevance: The segmentation should be relevant to the target market, meaning it should provide meaningful insights about the consumers in that market. The report should cover a wide range of variables that influence consumer behaviour, such as demographics, psychographics, geographic location, and behaviour patterns.
2. Accuracy: The segmentation should be based on accurate data and reliable sources. The report should use a combination of primary and secondary research to ensure that the data is up-to-date and reliable.
3. Actionability: The report should provide actionable insights that can be used to develop effective marketing strategies. The segmentation should be specific enough to help identify potential target markets and provide information on their needs, preferences, and behaviours.
4. Comparability: The report should allow for comparison between different segments within the same market or between different markets. This can help identify similarities and differences between consumers and their behaviour across different markets, which can inform marketing strategies.

5. **Clarity:** The report should be easy to read and understand, with clear and concise explanations of the segmentation methodology and findings. The report should also include visual aids, such as graphs and charts, to help illustrate the key findings and make them more accessible.
6. **Profitability:** Whether the Segments presented in the reports can be leveraged for Business Profitability.

**Assessment:** Payout Selection will be based on Subjective Assessment by Project Mentor and our Business Associates as well Objective Grading of the Projects.

**Grading:** Each Criteria will be graded out of 10.

**NOTE:** Payout Grading is different from LoR Grading

## **VI. Code of Conduct:**

Discord Group should be used for general queries regarding the Internship & Projects. For any personal issues such as grade corrections, name corrections on Certifications, batch deferral etc. Interns should contact/message Company Officials privately.

For any sort of misbehaviour by an Intern against any Company Official or any other Intern, the Intern in concern will be removed from the WhatsApp & Discord Group temporarily.

## **VII. Batch Deferral:**

Interns who wish to discontinue from current batch due to personal issues, medical, exams etc. can continue the Internship at a later period by joining one of our upcoming batches. Batch Deferral must be informed before the start of 2<sup>nd</sup> Project (teams are formed for 2<sup>nd</sup> and 3<sup>rd</sup> project).

**Very Important Note:** Interns who are assigned to a team and request for Batch Deferral in the middle the Project (2<sup>nd</sup>/3<sup>rd</sup>) will have to pay Batch Deferral Penalty Fee at the time of joining new batch.

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