

# Outreach Internship / Startup Catalyst at RoomEase.

## Outreach Internship Overview

<b>Duration</b> 4 Weeks	<b>Structure</b> 4 Domains   4 Badges   Certificate + LOR upon Completion
<b>Format</b> Weekly tasks with reviews, badge-based progression	<b>Goal</b> To provide hands-on experience in key functions—Research, Marketing, Strategy, and Execution—through real-world tasks that impact our operations at RoomEase.

### Process:

01 <b>Task Released</b> Every Monday	02 <b>Deadline</b> Friday, 11:59 PM (same week)	03 <b>Evaluation</b> On Saturday by the Founder’s Office
04 <b>Badge Distribution</b> If approved, badges will be emailed by the HR team on Sunday	05 <b>Eligibility to Move Forward</b> Only interns who submit verified and quality data will proceed to the next domain	

## Week 1 – RESEARCH Domain



### Objective

Build local data intelligence through community outreach



### Badge

Research Contributor



### Platform

Google sheets

## Task:

Interns are required to collect verified information from local PG accommodations through **offline communication** with their **peers, batchmates, or direct sources**.

Each intern must submit data on **20 PG owners**, with the following details:

- PG Owner' s Name
- Phone Number
- Full Address
- Approximate Monthly Rent
- Gender Preference (Male/Female/Unisex PG)
- Name of any existing tenant (if possible)
- Tenant' s Contact Number

 Note: All data should be recent and accurate. Fabricated or copied data will lead to disqualification from the program.

## Week 2 – MARKETING Domain



### Objective

Build brand visibility and strengthen RoomEase' s digital presence.



### Badge

Marketing Catalyst



### Platform

LinkedIn + RoomEase App

## Task:

Interns must complete all 4 tasks below to qualify for the badge:

1. **LinkedIn Experience Update** – Add “*Outreach Intern*” or “*Startup Catalyst*” at RoomEase in your experience section with a short description of your role.
2. **Social Media Post** – Share your experience of this internship on LinkedIn or Instagram, highlighting how it’ s helping early-career professionals understand different departments. Use the official image shared by the RoomEase team.
3. **User Sign-Ups** – Get 3 people to sign up on the RoomEase platform. Submit names, screenshots, and date of registration.
4. **Founder Engagement** – Like and comment meaningfully on 5 posts by RoomEase founders. Share screenshots or links as proof.
5. **Business Development** - Any work regarding making cold calls or trying to convert leads can we given in this week.

 Note: Submissions must be original and verifiable. Incomplete or fake entries will lead to disqualification.

## Week 3 – STRATEGY Domain



### Objective

Create actionable strategies to improve RoomEase' s product, services, and market presence.



### Badge

Strategy Architect



### Platform


Google Sheets (3 separate sheets)

## Task:

Interns must submit **3 strategy sheets**, each with **at least 5 clear and original points**, to qualify for the badge:

1. **In-App Strategy Sheet** – Suggest ways to improve the user experience and increase retention within the RoomEase app. Focus on features like onboarding, interface flow, helpful tools (e.g., filters, bookmarks), or gamification elements. Take inspiration from apps like CRED and Swiggy that use personalized UX and engagement hooks.
2. **Service Strategy Sheet** – Share strategies for how RoomEase can attract more PG owners and convert leads. Think about unique services, incentives, onboarding support, or verification systems. Look at OYO or NoBroker for reference—what makes their listing experience seamless and attractive?
3. **Marketing Strategy Sheet** – Recommend marketing ideas to build brand buzz and visibility. This can include campus campaigns, reels, referral programs, meme marketing, or micro-influencer collaborations. Learn from Zomato or Airbnb' s creative, localized, and community-driven marketing approaches.

Your strategies should be practical, scalable, and aligned with the current stage of RoomEase as a startup. Add short explanations or references if needed to show the logic behind your ideas.

 Note: Submissions must be original and realistic. Avoid vague or copied suggestions. This week is all about thinking like a strategist—solve real problems with creative, actionable insights.

## Week 4 – EXECUTION Domain



### Objective

Demonstrate leadership, ownership, and action by supporting peers, handling responsibilities, and contributing directly to RoomEase operations.



### Badge

Execution Specialist



### Platform


Google Forms + On-Ground / Virtual Operations

## Task:

Interns must complete the following **3 key tasks** to qualify for the final badge and successfully complete the internship:

1. **Mini Program Handling** – Take charge of a small group of **2–3 fellow interns** and act as their task coordinator for the week. Guide them if they face challenges, ensure they meet deadlines, and submit a short **progress report** summarizing their output and your support. This simulates team leadership and ownership.
2. **New Intern Orientation Simulation** – Create a brief **onboarding guide** (1-pager or slide deck) titled “*Getting Started as a RoomEase Intern.*” Share insights, key tasks, time management tips, and how new interns can make the most out of the program. This will contribute to future intern onboarding.
3. **Community Poster Action** – Distribute or share RoomEase’s **digital poster/QR code** (provided by the team) with at least **10 students or PG seekers** from your college or PG area. Submit screenshots or basic details of recipients. Bonus if you collect any feedback or suggestions from them.

This final week is designed to assess your ability to **execute, lead, and contribute to team outcomes**—the most critical skill in any startup or leadership role.

-  Note: Submissions must reflect genuine effort. Inauthentic entries will be disqualified. Completion of this week plays a key role in selection for the RoomEase Leader – [Your College Name] role. Show initiative. Drive outcomes. Lead with action.