



6600, St-Urbain, Office 400, Montreal (QC) H2S 3G8

1.514.677.3346 | [www.smarthalo.bike](http://www.smarthalo.bike) [hi@smarthalo.bike](mailto:hi@smarthalo.bike)

## **Internship brief**

Smarthalo Technologies Inc is a venture-backed, Montreal-based technology and design company. It strives to improve urban mobility by building amazing cycling products that combine sophisticated technologies and elegant simplicity. Its two products have been sold so far to over 40,000 cyclists in 90+ countries. It is distributed in Apple Stores, Amazon, Best Buy, Gravis, MoMa Design Stores, and more.

Smarthalo is a team of passionate creators on a mission to make cycling the future of urban mobility. We believe in cycling, we believe in cyclists, and we believe in each other..

Cycling is the solution to the pains of city life: pollution, congestion, and stress. It's an established technology perfectly suited to modern challenges, and it's woefully under-represented on the roads. But that's changing.

Around the world, people are taking up cycling as a way to improve their lives and improve their neighbourhoods. Cities are investing in infrastructure to encourage people to use their bikes. Cycling IS the future of urban mobility...or at least it will be if people like you push for it.

Smarthalo the company is all about shaping mobility and Smarthalo the product is the first step: improving cycling for individuals. However, if we want cycling to be seen as more than just an activity, we can't stop there – we need cycling to be seen as movement.

## **The need**

These challenging times are not a reason to back down and we're going full throttle on making Smarthalo 2 a worldwide commercial success. Going fast is great but going fast in the right direction is even better. This is why we need you.



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During our second kickstarter campaign in summer 2019, we raised more than 2M\$ CAD and noticed an interest in our product in Japan. So far so good but we soon realized that we had knowledge gaps about this specific market.

We're looking for a student that would ideally have **some sort of experience with Asian markets** and that would like to create a **commercialisation plan specifically for Japan**.

The Japanese market is pretty singular, with it's own crowdsourcing websites, certifications, e-commerce websites and distribution channels.

We would like the report to minimally answer these items :

1. Japan market analysis
  - TAM, SAM and SOM estimates
  - Competitive landscape
  - Industry trends
  - Etc.
2. Legal considerations
  - Certifications
  - Do we need to be a registered japanese business
  - Value-added taxes
  - Languages law
  - Etc.
3. Go-to-market strategies
  - Where to sell ? Crowdfunding platform ? Distribution channels ? E-commerce websites? All of these answers ?
  - Do we need to adapt our communication for this market?
  - What sales tools and promotional materials should be used
  - What is the mindset around cycling in Japan (sports oriented, convenient, etc.)
  - What type of content influences Japanese cyclists to purchase bike accessories (specialized media, influencer, google ads, etc.)?
  - What type of cyclist would our product be intended for in Japan?



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#### 4. Logistic considerations

- How much does it cost to import SmartHalos in Japan ?
- Where are we storing the goods ?
- How much does it cost to create and maintain sales channels ?

### How you will succeed

The Marketing circle and the Business circle will dedicate time to put you up to speed on our work through videoconferencing (at least for now) and we will provide feedback on your work periodically to make sure you're on the right track.

### Now let's talk about you

- We're looking for a student that has **some** experience on Asian-markets studies
- You need to speak English (if you also speak French, that's a plus!)
- **Ideally**, you like biking ;)
- You're autonomous and resourceful
- **You're ready to start ASAP / Before May 22th**

### Compensation

Times are not ideal for anyone but we'd like to offer a small compensation if you do not meet the criteria of the PCU/student grant/any other government measure. We will discuss this matter with retained candidates.

### Contact

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