

SUMMER INTERNSHIPS AT SHARPER SENSE



Sharper
Sense

INSTANT
SENSORY
PROCESSING
ENHANCEMENT

The company: Sharper Sense was founded by Charles Rodenkirch and Professor Qi Wang to commercialize neuromodulation technology that enhances vision, hearing, and touch. We are packaging this technology into lightweight noninvasive nerve stimulation patches. Easily taken on and off and comfortably worn, a patch improves senses upon application by activating targeted neural circuitry that suppresses sensory processing noise. This technology has great potential as a treatment for clinical causes of impaired sensory processing as well as a performance enhancement for healthy individuals. This past year we confirmed our technology could reduce error rates of animals playing sensory games and this summer we are starting our first pilot clinical study. We are also currently participating in the ComcastNBC SportsTech Accelerator. You can read our recent interview with VentureBeat here: <https://venturebeat.com/2021/02/22/comcast-nbcuniversal-picks-10-sports-and-esports-startups-for-sportstech-accelerator/>.

Status: Early-stage startup, \$65K in total funding raised to date

Location: Columbia Startup Lab, 69 Charlton St, NY, NY, 10014

Website: www.SharperSense.com

Focus: Neuromodulation, Sensory Processing, Medical Device, Consumer Electronics, Wearable Technology

Available Internships for Summer 2021:

Marketing

- **Experience Required:** Preferred candidate is an MBA student with prior experience performing customer discovery, market sizing, and/or developing branding. Standout undergraduate students will also be considered. An interest in startups and entrepreneurship is a must, as this internship will be a unique opportunity to get hands on experience at an early-stage startup.
- **Job Overview:** Sharper Sense's technology has many potential applications including clinical causes of impaired sensory processing (aging, ADHD, dyslexia, etc.) as well as performance

enhancement (military, sports, musicians, hazardous jobs). We are working to perform customer discovery to identify ideal initial target markets for our technology where there is a strong need, and where we can drive rapid adoption. Further, as a new company we are also actively working to improve our branding and marketing materials. Finally, we need help ensuring our complex technology can be communicated to customers in understandable phrasing.

- **Example Projects:** Potential customer outreach and interviews, sizing of potential target markets, creation of customer profiles for each target market, development of Sharper Sense brand, analyze competitors marketing strategies, create content such as social media and copy.

Finance

- **Experience Required:** Preferred candidate is an MBA student or studying to be a CPA with prior experience creating quantitative financial projections and models, using accounting software, and/or startup fundraising models. An interest in startups and entrepreneurship is a must, as this internship will be a unique opportunity to get hands on experience at an early-stage startup.
- **Job Overview:** Sharper Sense has generated budgets and financial projections for our various de-risking step and potential target markets, respectively. You would assist in refining these models by implementing both more advanced modeling as well as performing research to determine accurate sources of financial data to base our estimates in these models from.
- **Example Projects:** validate projected budgets for upcoming de-risking tasks, validate and improve financial projections for potential target markets, check our accounting books and ensure proper data collection is being performed.

Business Development

- **Experience Required:** Preferred candidate is an MBA student with prior experience working with early-stage companies, in a management positions, with venture capitalists, with healthtech, pitching technology, and/or with business development.
- **Job Overview:** Sharper Sense now has made ongoing relationships with potential investors waiting to see our preliminary clinical data, potential future partners, and potential customer's waiting to demo our technology (including military, professional sports, and clinical groups). Further we are actively working to raise a round of seed funding. You would assist in managing and advancing these relationships as well as refining our business plan and pitch to raise funding.
- **Example Projects:** Identify and contact potential partner companies, develop lists of well-matched potential investors, help improve business development plan, help maintain existing relationships.

Application: If interested, please submit a resume, and optionally a brief cover letter, to join@sharpersense.com

Please note that successful interns may have a chance to join the founding team following internship if there is mutual interest!