



WANDERING SHEPHERD

1825 West Ray Road, Suite 2107

Chandler, AZ 85224 | www.WanderingShepherd.com

BUSINESS DEVELOPMENT (INTERNSHIP May – August 2020)

Wandering Shepherd is a technology company that has developed an IoT device called the Wireless Rumen Bolus.

The Wireless Rumen Bolus (WRB) is an Autonomous Livestock Monitoring system that monitors the health and location of livestock, all while hidden inside the rumen, undetectable from rustlers.

The WRB monitors

- Temperature
- Identification
- Location
- Illness & Disease Detection
- Heat & Calving Detection
- Livestock Traceability
- Theft Protection
- Battery life up to 5+ years
- Retention Rate >99.99%
- Alerts Messenger

We are currently seeking multiple students to build a Business Development team

Business Development Position

Imagine an internship where you get the chance to apply knowledge gained in the classroom to a real-life environment.

Students will have the ability to network with professionals, deal directly with customers, suppliers and manufacturers, help develop business model and pricing structure.

Some of the areas you will be working on

- Hotseat Pitch - Prepare a 1-minute verbal pitch
- Pitch Deck - Prepare a 3-minute pitch deck, 12-slide pitch deck and a 5-minute presentation
- Customer Interviews - Interview potential customers
- Interview Competitor Customers - Identify customers of competing products or solutions and encourage them to switch to your solution
- Corporate Materials – Develop Marketing Materials including Executive Summary
- Sales Follow-up - Continue to work on securing sales or commitments for revenue, growing the rate month over month
- Financial Model - Develop a financial model that focuses on expenses (“burn”) to understand our cash needs. Develop a revenue forecast for 12-18 months
- Use of Proceeds - Examine the capital needs of the business, and extend your financial model to project revenues and expenses for a total of 24 months
- Test Marketing Messaging - Write at least three separate marketing messages and test them using landing pages
- Social Media – Use social media channels for marketing, including Facebook, Instagram, YouTube, and others

Academic Requirements

- Open to all University of Arizona Business students
- Students must have completed at least one year of University
- Ability to work independently and in a team environment.