

Experience Ventures Project Experience Opportunities

Thank you for your interest in the project-based experience placements in the Experience Ventures program! Each of these placements are 80-hours and will be filled on a first-come-first-served basis. Each student who participates will receive an honorarium of \$825.

Eligible participants for this program are those who are:

- Registered as an undergraduate student at an Atlantic Canadian PostSecondary Education (PSE) institution;
- A Canadian citizen, permanent resident, or is a person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act; and
- Legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

Start dates for each of these placements can be quite flexible, however each placement (80 hours) will need to be completed by February 21st, 2025.

If you would like more information on any of these placements, or have any questions, please contact paige.bigelow@smu.ca. Each of the specific placements we have available are below*:

Marketing

1. Baskl – Create a strategy to drive traffic to its product page and explore affiliate programs.
2. CanNova Construction and Renovations – Enhance brand and online presence through a website, logo refinement, and marketing materials.
3. KweeqPay – Build awareness and trust for a secure payment platform through marketing campaigns and referral programs.
4. Save Me Save We – Organize and automate outreach processes for mental health literacy services.
5. HYKE – Develop engagement strategies targeting schools and universities, including events and partnerships.
6. Pilot X – Support operations of an AI-driven transportation marketplace with marketing campaigns.
8. LadderSpike Inc. – Assist with marketing and project outcomes for an e-learning platform.
9. Begin AI – Conduct a market analysis and provide insights for product development.

Social Media

10. ADHD Khana – Develop a social media strategy for a podcast and provide content plans.
11. Vergo – Support with social media content for tailored industry 2-pagers.
12. Vitis Vines – Create and manage social media content using tools like Loomly. HYBRID-IN PERSON. WOLFVILLE.
13. Rayleigh Solar Tech – Assist with creating LinkedIn content calendars and social media posts.
14. EnsembleCo – Design social media content for Venture Thrift's second location.
15. Fum3e – Develop self-media marketing skills for a luxury retail space.

Digital Skills

16. Shifting Shap3s – Improve technical SEO and develop a cold email outreach campaign.
17. EasyPear Technologies – Collaborate on designing a mobile app version of a CRM platform.
18. PLAEX Building Systems Inc. – Focus on 3D design and automation for sustainable manufacturing. HYBRID-IN PERSON. FREDRICKTON.
19. 30 Church – Assess the viability of adding wedding and prom dresses to a clothing store.
20. Amp Health – Redesign icons and graphics for app and marketing materials.
21. EurekaTechnologies – Refine a Banana Pi app for senior care navigation and customizable displays.

Communications

22. Save Me Save We – Write blogs, newsletters, and outreach materials to connect with customers.
23. Elle MD – Conduct market research and analyze pricing strategies for a non-hormonal contraceptive.
24. 30 Church – Conduct market analysis for expanding product offerings.

Operations

25. Vergo – Engage with safety or HR managers for ergonomic solutions.

Entrepreneurial

26. PLAEX Building Systems Inc. – Provide support for sustainable architectural designs.

27. Recircle – Conduct interviews to identify pain points in plastic recycling.

28. Raleigh Solar Tech – Create product renderings for pitch decks.

29. FlowCoS – Conduct market research on chiefs of staff in early-stage companies.

30. Shivani's Kitchen – Conduct market research, create sales projections, and develop cash flow plans.

**Please note, as these placements are first-come-first-served, this list may not be fully up-to-date.*