



Connecting European Craftsmen to people

Internship proposal: BUSINESS DEVELOPMENT and FUND RAISING

Company : Mad'in Europe SCRL

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Internship available from: September 2017

Company introduction.

Mad'in Europe is a start-up born in Brussels in 2013. Mad'in Europe's objective is to bring sustainable and concrete support to European micro-businesses in the areas of Crafts (such as wood, metal, glass, ceramic, textile, stone crafts, music instruments and restoration of cultural heritage...), through its portal www.madineurope.eu and other different actions.

Mad'in Europe is connecting the European art-crafts community with international potential users: private consumers, architects, designers, interior designers, musicians, ... Its action has been covered by press and received a reward in 2015 (Victors 2015 – Jury & Public award) for its commitment in favor of Craftsmanship.

Mad'in Europe is member of the **World Crafts Council Europe**.

Actions & Achievements of Mad'in Europe

- Select professional high qualified makers in the above-mentioned areas, all over Europe, gather them into a unique portal (www.madineurope.eu) and make them accessible worldwide thanks to a multilingual search engine based on several key wording levels. Over 1.750 have been accepted after evaluation of their profile. They come from more than 10 European countries. New applications come every week.
- Promote crafts themselves through editorials, interviews, focus, agenda of main events to develop public's awareness about crafts.
- Promote the transmission of know-how proposed by craftsmen through internships and classes.
- Support craftsmen sales through the new e-commerce platform, created in November 2016.
- Develop synergies between the contemporary design world and craftsmanship.

To assure these steps Mad'in Europe has created a network all over Europe and is collaborating with many regional, national & international institutions. The purpose is to merge energies and resources of all stakeholders and to focus on a common vision which is "supporting excellence by bringing sustainable growth".

Objectives: The priority for Madineurope in the next years is to develop the sales platform and bring traffic to it from a worldwide audience.

TRAINEES' ROLE, TASKS AND ACTIVITIES.

This internship is offered to students who are able and wish to cooperate in

- Building fund raising campaigns, (crowdfunding, VC relationship...)
- Answering to EU calls, and other calls from foundation and other institutions
- Participating to other financial issues, (Research, Market studies, Business Model improvement...).

Besides the above-mentioned areas, Interns are required to be multitask and are directly involved in its growth and in the relationship with craftsmen and other strategic or by exploring new areas and territories.

They contribute to the traffic building, the social networks administration, the organization of online sales, the updating of the agenda and the training session.

SKILLS REQUIRED FROM TRAINEES

- Finance and Economics knowledge are required.
- Skills in communication, marketing & media are welcome.
- Writing skills in English and French are necessary
- Other skills: autonomy, dynamism, creativity, team spirit, open-minded approach, interest for small business development.

LANGUAGES REQUIREMENTS:

English is mandatory, French is also important. Any other language is very welcome.

IT & AND COMPUTER SKILLS

Office Pack, Mailchimp, Facebook, LinkedIn, Twitter, Pinterest, (CMS is welcome);

Note: Mad'in Europe actual revenues do not allow to pay for internships. The European Program Erasmus+ supports traineeships (work placements, internships, etc) abroad for students currently enrolled in higher education institutions in countries at Bachelor and Master level as well as for doctoral candidates. Check on:

http://ec.europa.eu/programmes/erasmus-plus/opportunities-for-individuals/trainees/students_en