

SUMMER SCHOLARS PROJECTS

PROJECT CATEGORY:

Therapeutics

STARTUP:

Yobee Care Inc

WEBSITE:

<https://yobeecare.com>

PROJECT TITLE:

Launch Strategy and Business Plan for a probiotic personal care startup

PROJECT DESCRIPTION

We have developed a patented, clinically-tested technology that is a nature-based, triple-powered scalp, hair, & skin probiotic technology (Probyome™) that quickly and effectively reduces skin inflammation, redness, and itching. We are looking for a motivated student who can help with:

- Market Need & Size – Sizing the opportunity and understanding key drivers around the unmet need?
- Marketing Strategy – What are our competitive advantages; messaging, branding, etc.?
- Go-to-Market – What is your initial commercialization plan?
- Business Model – How/to Whom do we sell our technology; channels, partnerships, etc.?
- Funding – When do I seek funding and what’s “my ask”?

JOB EXPECTATIONS:

This student will contribute to efforts evaluating and building out a scalable commercialization strategy as it pertains to marketing, business development, and profit/loss projections.

DESIRED EXPERIENCE:

We are looking for a marketing, business, or finance major who has relevant skills and interest in launching a direct-to-consumer product.

TIME COMMITMENT:

We do not require the student to keep specific hours. However, they should be committed to making all weekly team meetings, and be prompt and responsive to feedback and edits. The expectation is full-time hours during the week. They would have access to workspace at the Center for Allergy and Asthma Research (CFAAR) at the Downtown Chicago Campus. This work is done best in person but we could offer hybrid approach.

TRAINING MENTORING:

The student will have weekly meetings with the Yobee team including Kathryn Cherny (COO), Elizabeth Folger (CMO) who leads the marketing team, Ruchi Gupta (Founder), and expert advisors. Students will have the opportunity to review content, ask questions, present, and get feedback from a committed team.