

Job Shadow Program

COMPANY: JODO PAY

INTERNSHIP REPORT

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ACKNOWLEDGMENT

I am grateful to my school for giving me this opportunity for being a part of the job shadow program at Jodo. I would like to thank my mentors and everyone at Jodo for their patience and assistance during the job-shadowing program. Through their guidance and help, I was able to deepen my knowledge on how to think from a business point of view and practically understand the theory that I have learned in the subject of Business management.

ABOUT THE COMPANY

Established recently in the year 2020, Jodo is a Bangalore-based fintech company that helps parents have an alternative way to pay school fees. The company's mission is to positively impact families through their highly beneficial financial products like the flexible payment plan that enables parents to pay school fees in monthly installments with no interest.

The company plays an important role in supporting families with the financial burden of handling educational expenses.

INTERNSHIP EXPERIENCE

As an intern at Jodo, I worked in consumer research and a team project and my mentors.

The task allotted to me for consumer research was to contact different families that were known to me and conduct a survey with them to understand the common things taken into consideration by the average consumer/family while purchasing

different products, especially educational expenses.

While I worked on consumer research, we were also given a problem statement: How can Jodo increase its social media presence? This led to my project in which I developed the idea of creating a customer testimonial that will help build the trust of the existing as well as future customers towards the company while increasing their presence on different social media platforms.

During the course of the job shadowing, I also attended weekly meetings to understand more depth into the business.

CONCLUSION

Through my internship at Jodo, I was able to get a more in depth understanding of how a fintech company works and how effective it is. I was able to have a more practical experience of the theories that I have learnt in business management as a subject.

This program also enabled me to learn and have experience in the fields of video editing and graphic design which I will be able to use in the future. However, I still have a long way to go in developing the various skills that I have learnt.

Overall, I found my Jodo internship to be positive as I not only got to experience how a startup works but also how business and technology are correlated.