

## **Introduction:**

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.

The company was founded by Raghav Nagarajan, Atulya Bhat and Koustav Dey.

## **Acknowledgments:**

I would like to express my special thanks to my teacher as well as our principal who gave me the golden opportunity to take part in this job shadow program with JODO I am really thankful to Aparna ma'am for talking to me individually multiple times to see which job would be the best fit for me and helping out before, after and during my internship. I would also like to thank Mr.Rishabh for being my mentor during the job shadowing, who really helped me throughout the process.

## **Experience and Reflection:**

The experience at Jodo was very insightful and helpful. I learned a lot about how startups work, consumer research data experience, decision making and communication. This was done by us having the task to do market research to see what parents wanted most which Jodo could provide. After our first session of market research our mentor told us how to ask more specific and suitable questions to get better results. I was also given the opportunity to brainstorm and work on the first-ever Jodo Workshop and gift hamper. This taught me a lot about organizing events. I also created a consumer journey for Jodo on students going abroad which gave me depth to what this type of company finds helpful and useful, it also gave more information about all the processes all my fellow students have to take during their journeys abroad for education. I didn't feel out of place while doing my internship even with the age gap, they created a nice system and environment to help me grow, develop my skills and understand how a business works.

