

# CALL FOR APPLICATIONS

## Go-to-Market Strategist (consultant/intern) for Cutting-Edge Digital Privacy Product

### Cambrian Futures, Inc.

Cambrian Futures, Inc. ([www.cambrian.ai](http://www.cambrian.ai)) is a Bay Area based strategy and product development advisory firm, serving corporate, government, civil society and venture capital clients at the intersections of deep-tech business and human growth.

Cambrian Futures is in the process of creating a platform of human-centric AI applications that increase transparency, empowerment and leverage toward a more responsible, equitable digital economy for business clients. The first building block in this larger product vision is a cutting-edge privacy enhancing computing solution (“privacy computing”), that recognizes privacy-sensitive digital interactions and continually monitors and protects them. This solution aims to give users control over the flow of the data they create and the tools for negotiating the terms and conditions under which data is shared.

### The Charter & Tasks

This solution is positioned as a B2B2C solution. For this project, Cambrian Futures is looking for a market analyst / strategist (consultant) to conduct the market analysis, demonstrate market-product fit, and a go-to-market approach for this solution.

This analytical deep-dive and strategy development shall identify and specify the Total Addressable Market (TAM), Serviceable Available Market (SAM) and Serviceable Obtainable Market (SOM) for this solution, describe pain and gain points of potential business partners, identify hurdles for addressing those pain and gain points and develop actionable approaches to overcome those challenges (incl. tactics to make the solution a top priority for business partners). The individual is expected to outline how such a B2B2C market approach can then be scaled through multiple enterprise partnerships. This assessment and strategy development shall consider the existing market and competitor analysis and sharpen the USP of the solution.

The deliverable shall be in the form of seven to ten polished and well-designed, high-impact “client ready” slides (incl. speaking points) and a two-page analysis-summary

document plus annexes containing explanatory visuals and a list of references, as needed.

### **The Ideal Consultant Should Exhibit The Following Traits**

- Experience in market research and analysis (at the interface of business and product development)
- Analytical thinker with strong theoretical and research proficiencies.
- Ability to comprehend and interpret competitor strategies and consumer behavior.
- Thorough knowledge of market-product fit analysis and market penetration programs and strategies.
- Ability to gather large amounts of data and convert it into meaningful analysis.
- Ability to work under pressure and meet strict deadlines.
- Strong proficiency in math, web analytics and business research tools.
- Very good oral communication and writing skills.
- Ability to simplify complex information into a user-friendly format.
- Experience in tactical sales and BD is desirable.

### **Compensation**

Cambrian Futures will grant a stipend of 1.000 USD after the completion of tasks. In addition to the financial compensation, this role will offer the opportunity to create a productive rapport with leadership at Cambrian Futures and become a permanent, more senior member of a growing, entrepreneurial founding team doing meaningful, purpose-bound work.

### **Duration & Place**

The tasks shall be completed until 10/30/2019.

Scheduling is flexible and could include a variety of weekdays.

We are a global network and will accept global candidates. Remote work is therefore necessary. Please note also that Cambrian cannot – at this time – sponsor any work visas for any country and that acquiring or maintaining legal work authorization is the sole responsibility of the candidate. The same applies to tax consequences arising from employment with Cambrian, should any form of tangible material benefit ever be derived from this internship.

The Market Research Analyst will report to the VP Operations & Analysis and CEO of Cambrian Futures, Inc.

### **To Apply**

Send a note and a resume to: [straube@cambrian.ai](mailto:straube@cambrian.ai)