2019 PSIP - Product Internship - Applicant Challenge

OVERVIEW
Thanks for your interest in interning with The Muse! We’re excited to get to know a little more about you and for you to learn more about us. As part of the application process, we ask that you complete the following challenge. It should take approximately 4-5 hours and can be delivered in the form of a presentation, a document, a prototype, or whatever format you think will allow you to best express your idea.

ABOUT THE MUSE
The Muse is the most trusted and beloved career platform, connecting individuals and companies on a more authentic level. We support over 75 million people looking to craft meaningful careers through TheMuse.com and our employer partners. Smart companies work with us to attract today’s top talent, giving candidates the information they need to find the company that is right for them. Why? Because life’s too short to hate your career.

THE CHALLENGE
Spend some time getting to know The Muse. Think about the marketplace, the value proposition to consumers and to companies, the business model, the product and the brand. Now, propose a competitive offering that will beat us and tell us why. Make sure to cover the following questions in your proposal:

- Who is your target user?
- Why is your product valuable to them?
- What must the product do in order to be successful?
- How will you know if you are getting traction?
- How will you make money?
- What will you need in order to build it? (e.g. time, skills/team, money)

Deliver your proposal in whichever format you are most comfortable with. You can talk us through your idea in more detail and answer a few questions during your interview at The Muse office.

Good luck!