



2023 PSIP Tel Aviv Internship

Marketing/Content Challenge Puzzle

Background

[Hetz Ventures](#) is an early-stage VC based in Tel Aviv, investing in Israeli-led tech startups. Our focus is on supporting highly talented and ambitious Israeli entrepreneurs who build companies at the cutting edge of deep technology in AI, Big Data, DevOps, Cybersecurity, Fintech, and other enterprise software verticals.

The Hetz Content & Marketing intern will be hands-on with the Hetz content strategy, learning about brand building while supporting content, events and marketing operations, as well diving into relevant areas of tech developed across our portfolio of startups.

This role is a great opportunity to feel out the Israeli startup landscape, execute on brand and content strategy in the startup and VC world and other core marketing functions like messaging, communications and marketing operations.

Challenge Puzzle

We're looking to understand your approach to deep-diving into industry research, exploring new tech topics, and producing content. Please answer the following, and unless otherwise specified, please feel free to do so in any format you like – written, video, slideshow, etc.

1. Please visit www.hetz.vc and Hetz' [LinkedIn page](#). What is your impression of the VC brand based on what you see? **[written response]**
2. Hetz focused on several investment focus areas, including developer tools, DevOps, open-source software and fintech. Please choose one of those investment verticals and compile a short summary about the space –
 - a. Describe the space **[written response]**
 - b. What pain points are startups typically solving for in this space?
 - c. What are 3 trends or predictions being discussed by experts in this space?
 - d. List 2-3 data points about the industry that you found fascinating in your research, and why.
3. Based on the vertical you chose in #2, what is a content project you'd put together for Hetz to establish our know-how and name recognition in this space?
 - a. Consider our main audiences are:
 - i. Israeli founders in these verticals (building our deal flow)
 - ii. Tech executives from global companies, i.e. 200-1000 employees (for our Hetz Executive Network, which helps us support our portfolio startups with connections and helps in our due diligence process)
 - iii. Later-stage VCs who are potential partners for Hetz in later funding rounds (building our reputation as a reputable early-stage investor)
 - b. Please describe the project, its goals, and KPIs in a summary.
 - c. Please outline how you would go about it.
4. Please submit 2-3 examples of content you have produced; it could be from past work experience, volunteer experience, or personal hobby. Written, video, podcast, graphics, etc – are all valid.