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## WHALEBONE

### INTERNATIONAL EXPANSION MANAGER IN SOFTWARE COMPANY

Business Studies and/or Management Science, Communication and Information Sciences,  
Social Sciences.

#### Internship details:

##### General information:

Location: Czech Republic, Brno

Period: 1 Jun, 2018 to 1 Oct, 2018

Post date: 20 April, 2018

Deadline: 1 August, 2018

Duration: 3 months

Commitment: Full-time

Description: [Whalebone](#) is an IT security startup company located in offices in Brno, Czech Republic and Vienna, Austria. It protects internet users and machines without installing any software in the end devices. That is possible thanks to partnerships with TelCo companies - thus the protection runs on the network level and can be switched on in the TelCo consumer portal. Whalebone currently serves over 100.000 households in Central Europe.

Whalebone collaborates with leading companies in the region, i.e. A1 Telekom Austria Group or ESET.

This internship is a perfect opportunity for people with Business Management / Marketing related studies in their last (two) years of studies to gain experience in Market Entry, Market Build-up, International Trade&Expansion, Entrepreneurship, Marketing, Sales, working in the international environment and much more. This internship is a perfect opportunity to gain experience in Market Entry, Market Build-up, International Trade&Expansion, Entrepreneurship, Marketing, Sales, working in the international environment and much more. During placement, the intern will:

- analyze given market(s) and evaluate their potential,
- prepare Whalebone for the specific market entry,
- work on marketing profile for the specific market including localization of the materials,
- prepare country launch plan and get in touch with first potential customers and partners in the country

##### Plan of the internship :

###### ➤ STEP 1

- First 2 - 3 weeks - extensive training in the fields of Business Development, B2B Software as a Service Business Model, International Strategy and Market Development.

- **STEP 2**
  - analyzing the market and doing the market research ( interns will do market research regarding their home countries)
  - working on tailored marketing for a specific country
  
- **STEP 3**
  - sales and promotion strategy of company's products for a foreign market

**If you are interested in this internship to fill this short form:**

- <https://goo.gl/eYkNqk>
- send us CV to the [koplacement@koplac.cz](mailto:koplacement@koplac.cz).

**You can choose different dates of your internship.** The minimal time of stay is **2.5** months up to **4** months.

Best interns will be offered **contracts to develop Whalebone business in their home countries or to continue in the company headquarters in Brno, Czech Republic.** This is a great opportunity for fresh graduates. Moreover, for those who are interested, there is also a possibility to spend one month of internship working in **Vienna**, however, it is not obligatory.

**Compensation:**

No financial compensation

**Keywords:**

Brno Vienna Marketing Sales IT Czech Republic Software International Trade Business B2B KoPlac KoPlacement Prague

**Additional Information:**

German language skill is an advance but not a necessity. Preferred recent graduates or students on last year of studies. **KoPlacement** is a free service for students which helps them to find an internship in the Czech Republic. The company provides support and guideline during the application process and during the stay in the Czech Republic.