

THE SWEDISH PROGRAM

Liberal Arts / Stockholm School of Economics

SPLOR Travel

Marketing & Growth Internship, Growth Ambassador

Organization (Website)

SPLOR is the first ever platform for student-generated travel reviews and documentation. The platform was built to help study abroad students find the best and safest recommendations across multiple European cities so that TripAdvisor is not a necessary resource.

Our mission is to empower travelers to explore the world more confidently (starting with students). We believe that the world would be a better place if we all traveled more.

The problem we're solving:

- Students are increasingly traveling & rely on recommendations from trusted sources (friends)
- Collecting & sharing travel recommendations in Docs / Maps isn't easy or fun (problem)
- Collecting recommendations from multiple people / sources feels disorganized (problem)
- There is no technology that allows students to:
 - Find recommendations from trusted sources (DISCOVER)
 - Collect recommendations and make travel plans (ORGANIZE)

The solution is SPLOR:

- A free travel recommendation platform designed for college students
- View student generated reviews, pictures, recommendations, and travel guides
- Whether you want to share your favorite spots, organize your past travel, discover a new city, or
- Plan and organize your next trip, SPLOR is your new best friend

Learning Objectives

How to launch and market a new B2C technology product in the travel space.

Responsibilities

SPLOR Growth Ambassadors are focused on a few primary workstreams

- Grow the SPLOR userbase by creatively marketing & sharing the platform with other students
- Use the platform to document your personal travels & give recommendations to other students
- Provide product, user interface, user experience, branding, and marketing feedback
- There is potential to help out with Social Media (IG)

Preferred Background or Skills

- Loves to travel
- Writes and or collects recommendations
- Creative problem solver, comfortable with ambiguity

Location

Remote – you can work from anywhere.

Hours

4–6 hours per week on your own time (totally flexible).

For more info please see www.SPLORtravel.com.

For info on Ambassador program see [this 1-pager](#).