



2021 Princeton Start-Up Immersion Program (PSIP) NYC/Remote
Speakable, PBC

Thank you for your interest in joining us for the summer! At Speakable you will have the opportunity to make an impact on the world through technology-enabled civic action.

CHALLENGE

Research (0.5 hours): First, familiarize yourself with our business. Please visit our website <https://actionbutton.org/>. Check out Action Button live on our publisher partners (examples are featured on our homepage) and note the many ways we can customize our tech. Our functionality includes:

- Polls & Quizzes
- Petitions
- Pledges
- Donations
- Volunteering
- Contacting your government representatives
- Checking if you're registered to vote/Registering to vote/Finding polling station
- Sharing/tweeting etc

Challenge (max 4.5 hours):

Using the resources above, some internet research, and what you know about technology products: create a program, a presentation, a video – any medium you think highlights your talents best – containing ideas/prototypes to improve our product. We are currently hiring for 2 different roles, so you will want to tailor your submission around the position you are applying for:

- Engineering Intern
- Sales & Business Development Intern

Maybe it's a product design for an improved user experience. Maybe it's a social media strategy that shows how Action Button can drive users to take action online. Maybe it's a presentation for a brand, showing them why they should market their CSR efforts through Action Button. Be creative, and show us what you think Speakable needs to be a better company and a cooler technology.

With sincere thanks for your time and effort,
The Speakable team