



## Stride Paid Internship

Stride is an app that enables fans to buy fractional ownership in elite level racehorses, track their weekly development through the training process, share updates on social media and watch/bet on their races. Similar to Vinovest (Wine), Pacaso (Real Estate), and Masterworks (Art), our syndicate model empowers accredited investors to build a portfolio of thoroughbreds and participate in their race earnings and value appreciation, while sharing in the thrill and fun with their community of co-investors.

Stride was accepted and completed the Techstars Sports Accelerator powered by Indy in Q2 2022. We are currently gearing up for a seed round in 2H of 2022.

Stride will be available on web, iOS and Android.

We are still a small company with a very clear purpose and there are plenty of opportunities for you to make a huge impact!

Starting as soon as possible, we are looking for someone purpose-driven to join us as a paid intern/graduate. We want someone who will hit the ground running with the view to cementing themselves a permanent position with us.

### # The ideal candidate

- You care about our users and our brand
- You are data-driven: conscious about the ROI of things you could be doing
- You enjoy working and delivering independently
- You have a creative side, strong graphic design skills, and a knack for creating great content
- You are curious and take initiative to explore new things
  
- You are a quick learner and adaptable
- You have excellent verbal and written communication skills (English fluency important)
- If you don't have any "formal" professional experience working in marketing or growth hacking, you've successfully covered these areas for other organisations like relevant student clubs/individuals

### # Nice to Haves

- Experience with content management system & deep links
- A decent understanding of SEO and ASO
- A keen interest in the equine industry

## # Responsibilities

- Manage day-to-day optimisation of posting, editing and content on multiple social media platforms, along with in-app content
- Creating promotional and user support content (blog posts, knowledge-based articles, social media posts)
- Continuously help deepen our understanding of our users, our market and the competitive landscape
- Assist on conducting quantitative and qualitative surveys in-app & on social
  
- Create ad content
- Evaluate and recommend various marketing channels to guide team decision making
- Onboard training yards and bring them through the user experience

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## # You Might Work On

- Influencer outreach
- Resolving customer service queries (we currently don't get very many)
- Something completely different! As an early-stage company, we tend to be pretty "all hands on deck" when something comes up that we need to get done

## # About Us

Built by a team consisting of former professional rugby player and 3<sup>rd</sup> generation racehorse owner, Johnie Murphy. Cillian Barry, working with tech start-ups since 2001, most recently as co-founder of [SportCaller](#) and a €40m exit in 2021 to [Bally's Casino Group](#). Eugene Cosgrove, co-founder of online sports start-up - [SportCaller](#), has over 15 years' experience in product design in the online horse racing & wider sports arena. Donal Browne, over 10 years' experience in the financial services sector. Having worked primarily in the private asset/equity sector and has extensive experience in the creation and rollout of financial services products and platforms.

Advisors – we have a team of advisors ranging from sports tech, betting, horse racing and a few more on the list who add crucial and credible input when needed.

- Join an innovate, purpose-driven equine company at an exciting growth stage
- Gain worthwhile experience in different sections of the horse racing industry
- Sustainable and healthy working matters to us. We care about giving our users the very best experience and taking the product to the best it can be, not just hitting arbitrary daily hour counts