



## Placement Opportunity

Undergraduate (BA) student:   
Graduate (MA) student:

Reference:	Eybna – Marketing
Company Name:	Eybna Technologies Ltd
Company Type: (startup/mature/...)	Startup
Location: (full address)	23 Paamei Aviv St. Moshav Givat Hen
Stay Duration: (min 2, max 6 months)	4-6 Months

### Company Description:

Eybna is a global leader in the research and development of cannabis terpene based solutions, with the mission of bringing the benefits of cannabis to more patients, by isolating the medicinal properties found in different strains and providing cannabis medicine that is tailored to treat specific medical conditions. While common practice is to selectively breed and genetically modify cannabis in order to reach specific traits, Eybna is leading a revolutionary new approach. By mapping and isolating all the building blocks of cannabis and studying their independent and synergistic properties, with emphasis on terpenes that have recently been found to account for many of the effects induced by each strain. Eybna is able to construct new formulations that hold the different medical benefits of cannabis.

### Job Description and Tasks: Marketing Intern

We are looking for an undergraduate student to join our young passionate marketing team. The intern will manage the project of analyzing and entering the European German speaking market for Eybna. The intern will gain practical as well as theoretical knowledge such as:

- Market research & analysis
- Building a marketing & business strategy
- Public relations, dealing with media and content development
- Business development; establishing new opportunities and business connections for the company
- Hours of work will be from Sunday to Thursday from 10:00 to 19:00 (the Israeli week)

### Essential Requirements:

- Fluent level of written and spoken English, additional languages are an advantage
- Studying for a related Bachelor degree
- Passionate and willing to learn and gain a lot of new knowledge about Cannabis
- Sales, marketing and content development experience are an advantage
- Ability to carry out analysis to a detailed level
- Good communication and high level expression skills
- Good computer skills
- Organized, persistent and determined

### Remuneration Details:

Lunch and transportation expenses of the intern will be covered. The intern will receive free passes to DLD and other work-related events.