Placement Opportunity

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

Reference: Fuse.it – Product Analyst
Company Name: Fuse.it
Company Type: (Startup/Mature/…) Startup
Location: (full address) Yigal Alon 126, Building C, 4th Fl
Duration of stay: (min 2, max 6 months) 4 months (flexible)

Company Description:
In today’s market there are a multitude of video interaction apps and Users Generated Content is taking over as millennials are changing the game. For brands and advertisers, there is no solution to bridge between traditional media and UGC and they're constantly looking for new ways to reach their consumers - The Millennials.

fuse.it’s proprietary solution automatically utilizes single camera footage to project the augmented reality characters in the app.
fuse.it technology allows users to be blended to any video on real time using smart camera input manipulation, from 3d transformation to color effects and more.
fuse.it features unique patented technology which syncs multiple audio sources with video.
Clients: Coca Cola, Warner Bros, Paramount Studios, P&G, Old Spice, Head & Shoulders...

Job Description and Tasks:
Product Analyst –
1. Finding product stats to find problems and suggest new features.
2. Help with company strategic stats for VC rounds meetings.
3. Calculate the best ROI for buying media

Essential Requirements:
1. Excel
2. Google Analytics / Amplitude/ CleverTap (or knowledge in other analytics ‘sdashboards)
3. Facebook Ads

Remuneration Details:
Lunch (42ILS a day), and transportation