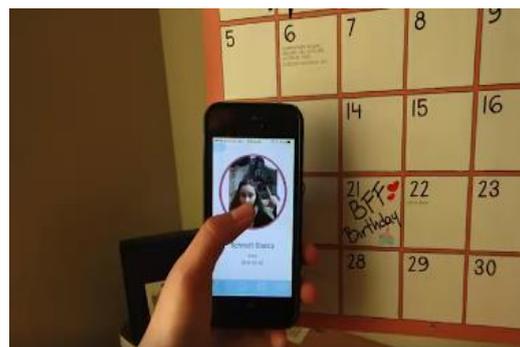


## REPORT

From February 22 to March 7 I attended to the internship project, which is part of La-CEP exchange program. Both the company in which I should be an intern for the time mentioned above and the role I should play inside this company were decided based on my curriculum and a questionnaire I filled before coming to Japan. Hence, I was designated to work at OQTA. My expectations for this internship were to apply the knowledge I developed during my under graduation in a way that would help the company I would work at, and thus gain experience myself. I was expecting to be able to experience a Japanese working environment and improve my skills.

Before describing my experience during the internship, I will start by a brief explanation about the company and the product developed by them. OQTA is a start-up company that has been developing a cuckoo clock that is connected to an app. The one who owns the clock can choose a circle up to eight people that will download the app and connect to the person's clock. Every time one of them opens the app and press a button with a picture of the receiver, the clock will make a sound. Their idea is to build a tool that will allow people to convey sentiments without using words.

Not only me, but 3 more La-CEP exchange students were designated to work at OQTA. During this internship, we were asked to accomplish a few tasks. Firstly, we were asked to try the product - that is still in development process, and provide a feedback for the company. The product that we received is portrayed in Figure 1. We had a few problems with the installation process. We also developed a



**Figure 1**

concept movie to promote the clock; including brainstorming how the movie would be made and taking the pictures that would be used during the movie. The video was edited by one of the interns, who had previous experience with audio-visual production and editing. One of the pictures that was used on the video is portrayed in Figure 2. Another task was writing a pitch



**Figure 2**

in English that would be presented during the event Slash Asia that will happen at the end of March. We also helped to brainstorm a name for the product, since, as mentioned before, it is still in a development process. Finally, we were asked to attend to Japan Brand Festival, a marketing event. During this event, we explained the clock's concept to the clients, and we also watched the company's presentation.

The results of this internship are the following: firstly, we develop the concept movie using pictures taken in our school's dormitory, in which many exchange students appear. The video is a sequence of images, the first showing someone with the app, pressing the button after remembering someone, and the following image portrays the receiver smiling after hearing the clock. Next, we handed out our feedback after trying the clock for one week. Each one of the interns received a clock and was asked to create a circle – including our family and closest friends from our home country – and test it at home. The result is that the installation process was difficult, and it took us a few days to successfully install it. Mine did not work because there was a problem with the connection between the clock and my Wi-Fi network; therefore I was not able to give them a feedback.

Concerning working environment and people who work at OQTA, they were very nice, and they always tried their best to make us feel comfortable and help us with our tasks. Our internship group was composed by elementary and intermediate Japanese language students; therefore communication was a little difficult sometimes. However, people from OQTA were always striving to make communication easier.

To conclude, this internship had both good points and also drawbacks. In one hand, I was able to experience how a Japanese start-up company works; learn the process of brainstorming a marketing campaign; participate on a discussion with the objective of naming a product; learn the steps to make a concept movie; and experience a marketing event attended by Japanese companies, also explaining the company's concept to the clients. On the other hand, it seems that the company did not have a clear plan for what role each intern would play inside the company. As a result, we had plenty of idle time; and the tasks were neither individual nor based on area of studies or interests. Still

inside this topic, the activities proposed during the internship seem to be related to marketing, communication, engineering or audio-visual production, but it did not have clear relation with my major and interests. As a result, I did not have the ability required to accomplish the tasks we received – such as discussing marketing topics and working with audio-visual production. Therefore, my suggestion for the next interns is that maybe the company would consider each one's abilities and experience in order to build an individual planning of what role each one would play inside the company. With this, the interns would be able to gain experience accomplishing tasks directly connected to his or her field of study, and since these tasks would be fulfilled more effectively, it would be better for the company as well.