

INTERNSHIP AT LO-DOUGH FOR STUDENT AT NHH

Four years ago Lo-Dough was an improbable idea on a kitchen table. Three years ago inquisitive neighbours wondered what was going on in garage that had been converted into a test bakery. In June 2017 we posted out the very first orders to our very first customers. That night we sat at our pilot manufacturing site in Rochdale, a town north east of Manchester, and wondered what lay ahead...

Today we are over 35 dedicated people sending out hundreds of orders a day across the UK and beyond. We're what would've happened had Willy Wonka been based in Silicon Valley. A really innovative food production process making a disruptive food stuff built on a direct to consumer channel strategy.

We sell a kind of 'Hi-Tech White Bread' – a fusion of fibres and proteins that delivers a food stuff with amazing nutritional claims and incredible recipe versatility. Check it out at www.lodough.co

And we'll soon be announcing the launch of our second, equally ground breaking product – watch this space.

Now with over 90,000 customers and sales to over 35 countries we've enjoyed a brilliant journey, fuelled by a brilliant team of innovators, operations folk, process people, technical types, content creators, bakers, packers, warehouseers, channel planners, eCommerce analysts and more. We've even got a Chef.

Our channel strategy continues to be direct to the consumer. We have a small and growing number of wholesale customers, mainly overseas. And, in time, we will develop a broader retail offering. But for now the focus will continue to be our B2C eCommerce strategy.

Growth markets exist everywhere, from America to Australia and certainly all across Europe. Within Europe, the Scandinavian market is an exciting opportunity. It's a region that leads the world in its approach to healthy living and one that is at the forefront of the Food-Tech revolution. (Given that the most popular use for Lo-Dough is as a pizza base, the Norwegian market could be especially interesting – per capita, Norway is the world's biggest consumer of pizza!)

Our first intern, Max, was studying for his Masters in Creative Advertising at MMU. That was December 2016. Today Max is a full time employee heading up creative advertising content across our social channels.

Marie joined us in January this year as an International Marketing intern. A French national, Marie has a combined interest in Business/Creative Design (and insect protein!) and studied in Marseille, Paris and North Carolina before landing here at Lo-Dough Towers.

Our third (and possibly fourth) intern could be you. We are looking to bring on board one, possibly two, first year Masters Students from NHH to explore the options for a launch of our B2C eCommerce model across the Nordics.

It's a role that will need heaps of drive, initiative, creative thinking, analysis, problem solving, market analysis and research, financial modelling and much more.

Put simply, you'll be asked to understand our model here in the UK and then determine if and how it could translate into the Scandinavian market.

Will consumers want our products? If so, why? How much will they pay for it? How often? Will they be happy to purchase it direct from our website, via postal services? What market segments will it appeal to? Which territories? Why? Which ambassadors and influencers would we need to reach out to?

And, if all that stacks up, how would we launch? Where? And what might the financials look like?

If that sounds exciting it's because it is. It's a fantastic opportunity for someone who loves the idea of a start-up. Someone who has a genuine interest in Food-Tech and eCommere. Someone who has boundless initiative and dares to think differently.

Whoever it is will know what it means to work in a small, exciting, high growth environment. They'll know that everyone pitches in. That there are no ivory towers. You'll be able to fit into a culture that is fluid, raw, exciting, unstructured.

One last thing. If you love food, that'll help. Especially pizza. We make the most delicious, lightest, lowest calorie pizza you've ever tasted. Maybe check out our Instagram and see what our customers are saying - just search for lodough.

If any of this sounds like you, we'd love to hear from you. Whizz over your CV to jobs@lodough.co. That'll tell us something about yourself. But also send a cover letter (or any type of communication you feel appropriate...we like original thinking) and tell us what it is that excites you about this opportunity and how you'd make a success of it here at Lo-Dough Towers. Hopefully catch you soon.

Application deadline: 1 March 2019.

The selected candidate will receive his/her contract in time to be take it as an elective at NHH (7.5 ECTS).