

GTM and Growth Intern

Strategy and Implementation

College and university students | Fully remote | 3 months | Approx. 10 hours/week

Join Savr+ to research the college audience, build a go-to-market strategy and test it through live campaigns. Savr+ helps everyday Indians get more value from their spending through partner-brand discounts and weekly giveaways.

Responsibilities and deliverables

- Research student needs, priority segments and suitable acquisition channels.
- Build a GTM plan with messaging, campaign experiments, budgets and targets.
- Execute campaigns, support activation and retention, and refine the approach.
- Track results, spending and customer feedback; share regular progress updates.

Deliverables: A GTM plan, campaign performance tracker and final report with recommendations for expansion across colleges.

Eligibility and selection

Open to college and university students interested in marketing, growth and entrepreneurship, with good communication and basic analytical skills. Selection is through CV-based shortlisting followed by an interview with the founder.

Performance based compensation

This internship is entirely incentive-based, with **no fixed stipend**. Incentives apply from the **first eligible user activation**.

- **₹50 on activation:** A new user purchases a paid Savr+ membership through your assigned referral code.
- **₹50 on retention:** The same user remains subscribed after one month.

Earnings illustration: Activating 1,000 eligible users and retaining all of them after one month earns **₹1,00,000 in incentives:** ₹50,000 for activation plus ₹50,000 for retention.

Detailed activation, retention and payout terms will be communicated before joining.

One-month retention checks for later activations may extend beyond the internship period.

Branding and collateral expenses

Savr+ will reimburse branding and other promotional collateral expenses, subject to prior approval and agreed reimbursement terms. Obtain approval before incurring these costs; reimbursement requirements will be shared before joining.

Duration and working arrangement

Three months from the date of enrolment, with approximately 10 hours per week and flexible scheduling. Fully remote, with virtual mentoring and regular progress reviews. Students can enrol immediately after selection and onboarding.

Documentation and future opportunities

Selected students receive an official offer letter. An internship completion certificate is issued upon successful completion of the agreed work and final deliverables. High performers may be considered for longer-term or full-time roles, particularly in college expansion, subject to performance, business needs and available roles.