

## MBA SUMMER PRODUCT MANAGER INTERN PROJECT

*Stottler Henke Associates, Inc.*  
*San Mateo, CA*

Stottler Henke ([www.shai.com](http://www.shai.com)) is seeking an MBA Summer Intern for summer 2020 to analyze possible markets for expanding the reach of *Aurora*, our intelligent planning and scheduling tool. This analysis would involve selecting target markets that would benefit the most from the unique competitive advantage *Aurora* can provide them. Selection criteria will include not only determining which markets would quantitatively benefit the most from high-quality scheduling, but also considering factors such as the barriers to entry for each market. The analysis will be synthesized into a business plan to exploit the best market opportunities. The applicant should have completed at least 1 year of their MBA at a prestigious business school. Candidates must be able to work independently, with only high-level direction and must already possess the required sales, marketing, and research expertise.

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### **PRODUCT BACKGROUND:**

**Stottler Henke**, a well-established **artificial intelligence (AI) R&D** company, has developed and continually enhanced over decades, **the Aurora automatic, intelligent planning and scheduling technology** (<https://www.stottlerhenke.com/products/aurora/>), which has demonstrated superior performance in many different applications areas. **Aurora is a mature technology**, having been used by Boeing since 2005 to plan and schedule the assembly of the 787 Dreamliner, by General Dynamics Electric Boat to schedule the production of submarines, by NASA for various planning & scheduling challenges, as well as by other companies in vastly different industries. Although *Aurora* is currently sold as a product, **little marketing, sales, or market analysis has been performed**. Stottler Henke consists entirely of technical personnel with little sales or marketing expertise. Due to the commercial success of *Aurora*, and its unique competitive advantage, we intend to make a large effort **toward making Aurora even more commercially successful**.

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### **PROJECT SUMMARY AND KEY DELIVERABLES:**

*The Product Manager Intern will work directly with the CEO. This project will involve the following:*

- (1) **Step One:** Create a list of industries that could be of interest to launch *Aurora* in, given current lack of Stottler Henke presence, presumed market size, and accessibility from a regulatory perspective.
- (2) **Step Two:** The next step will involve determining the market sizes for *Aurora*; level of unmet need—understanding what we can of the competitive landscape in these markets; possible partners; and finally, prioritizing these industries, using available secondary sources of information.
- (3) **Step Three:** Synthesize into an overall prioritized list of industries, to be delivered to CEO so we can begin the process of pursuing launches.
- (4) **Step Four:** Once 3 or 4 industries are selected, a deep dive needs to be performed on each one to identify the key companies, conferences, publications, scheduling software competitors, and most-likely-to-be-successful marketing and sales plans, processes, techniques, avenues, and channels. Costs and criteria associated with each step and associated personnel will be identified along with likely sales outcomes and revenue.
- (5) **Step Five:** Develop specific business models associated with providing *Aurora* to customers for a profit to be developed.

**PRELIMINARY LIST OF POSSIBLE INDUSTRIES THAT WOULD BENEFIT FROM HIGH-QUALITY SCHEDULING:**

- (1) Turnaround (power plants, factories, and refineries that need to be brought offline for maintenance)
  - (2) Aerospace Manufacturing & MRO
  - (3) Ship Building & Ship Maintenance
  - (4) Some Other High-Value Manufacturing (e.g., medical device manufacturing)
  - (5) Space Operations
  - (6) Space Launch Operations
  - (7) Drug Manufacturing
  - (8) Hospital Scheduling
  - (9) School or Training Scheduling
  - (10) Large Infrastructure Project Scheduling
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**CANDIDATE QUALIFICATIONS:**

- Candidates must be able to work independently, with only high-level direction.
  - Ideal additional qualifications would be previous work in the software / technology industry, at a consulting firm, or for a bank/private equity company.
  - Ability to use PowerPoint and Excel would be required with comfort in performing analysis in Excel and creating slides in PowerPoint.
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***If performance is satisfactory, Stottler Henke may offer the intern a full-time position after graduation.***

## **ABOUT STOTTLER HENKE**

Founded in 1988, Stottler Henke Associates, Inc. is a 50-employee company that creates and applies artificial intelligence (AI) and other advanced software technologies to solve problems that defy solution using traditional approaches. At Stottler Henke, we take AI to be the mimicking of human thought processes to solve useful problems. We have spent decades studying human reasoning, intelligence, tactical decision-making, and deliberative planning and scheduling and how these thought processes can be encoded within software. Our software development process starts with looking at how human experts solve the problem when given plenty of time and resources. Then, we develop algorithms and software which automate these cognitive processes in real-time.

We develop intelligent software solutions for planning and scheduling, task and decision support, knowledge management and discovery, education and training, and autonomous systems. Stottler Henke combines its broad artificial intelligence expertise and technologies with skills in expert knowledge elicitation, requirements analysis, software and database design and implementation, data analysis and visualization, and user interface design to deliver innovative yet practical software solutions. Our technology consulting, feasibility studies, and rapid prototypes help companies identify and validate promising applications and approaches. Our software development, implementation, and technology transfer services ensure the successful deployment of effective, practical, long-term solutions.

In 2012, Stottler Henke, in a White House ceremony, was awarded the prestigious Tibbetts award, which honors small businesses for outstanding technical achievements and innovativeness. US Government agencies have designated ten Stottler Henke systems as Small Business Innovation Research (SBIR) success stories. Four Stottler Henke systems have been included in Spinoff, NASA's showcase of successful spinoff technologies. Stottler Henke was the subject of a NASA Hallmarks of Success video profile for its work developing and later commercializing advanced scheduling and training software systems. Stottler Henke received a "Brandon Hall Excellence in Learning" award for innovative technology. Stottler Henke was named one of the "Top 100" companies making a significant impact on the military training industry by Military Training Technology magazine for 2017 and twelve previous years and by MS&T Magazine as a 2018 Small Business of the Year finalist. Stottler Henke has received a Blue Ribbon from Military Training Technology magazine, recognizing it as a company that leads the industry in innovation. Stottler Henke is headquartered in San Mateo, CA and operates software development offices in Seattle, WA, Boston, MA, and Colorado Springs, CO.

## **FIND US ONLINE!**

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