



2024 Summer Internship Overview

GoNo is a Healthtech, Foodtech, Software-as-a-Service company whose mission is the proliferation of Food-as-Medicine to treat or prevent diseases caused by food. We are a Social Impact, for-profit company.

A colossal problem

Consumers are demanding healthy food choices. 71 million shoppers already read labels for health reasons yet have no clue what is good or bad for them. 80% of chronic disease is caused by food, creating the greatest medical calamity of our time, and costing us over \$3.1 trillion annually.

Our inimitable solution

Our patented GoNo® App determines food efficacy. Just like Uber replaced the method by which we travel from A to B with a superior, succinct, reliable, and trusted solution, GoNo replaces label reading with scanning and delivers precision, certainty, speed, and clarity as to what foods are good or bad for you to treat/prevent disease, advance wellness goals, and more. It is based upon unbiased, independent, peer-reviewed clinical studies.

Your role

You will work side-by-side with our seasoned executives, board members, and advisors in health, wellness, food, grocery retailing, finance, software, and marketing. You will likely participate in strategy, research, marketing, writing, raising capital, social media, website development, etc. We try to pair projects with your abilities and learning goals and will challenge you to overperform and exceed expectations.

You must have a strong desire to work and learn in an entrepreneurial environment; to contribute and benefit from the relationship; to work hard and smart and to be part of our remarkable mission.

Desired Qualities

- Flexibility and the capacity to thrive in change.
- Ability to manage and adapt to different executive work styles.
- Strong sense of urgency and excellent organizational skills
- Technologically inclined and able to learn quickly.
- High level of interpersonal skills to manage sensitive and confidential information.
- Demonstrated poise, tact, and diplomacy.
- Confident decision-making skills and ability to creatively problem solve.
- Ability to work independently or in a team.

Desired traits

- Gregarious, outspoken, independent, trustworthy with hunger for knowledge and learning.
- A strong desire to impact society through health and wellness.

Potential Project Areas

- B2B vertical market strategies, marketing, communications, and research
- Capital campaign strategy, research, and support.
- Business development, actual engagement with medical practices and technology partners
- Website front end and back-end development (may use/learn WordPress)
- Social media campaigns, writing, dissemination, and ROI analysis (may use/learn Hootsuite)
- Coordination of UI/UX research and focus groups for App and websites.
- Develop college marketing strategy and test deployment.
- Research and analysis of worldwide patent portfolio.

Apply at <https://gono.app/internships>