



Position: Tamer Center for Social Enterprise Summer Fellowship – Product Strategy

Location: Brooklyn, NY

Company Overview:

Radiator Labs is a growth-stage combined hardware & software start-up company based in Brooklyn, NY dedicated to revolutionizing radiator heating systems. The Radiator Labs radiator retrofit, called the Cozy, is a smart enclosure installed on top of an existing radiator which controls the amount of heat transferred from the radiator to the room. By reducing overheating, Radiator Labs increases energy efficiency, improves tenant comfort and connects centuries old infrastructure to the modern home.

Mission:

Radiator Labs primarily targets business-wide installations of the Cozy in order to maximize energy savings and scale. However, there is a large market demand for a consumer version of the product, which is part of the company’s growth strategy. Over the summer term, you will be assisting Radiator Labs to develop its strategic plan to launch the consumer version of the Cozy. The unique and custom size of each radiator, and different needs of the consumer market makes launching the consumer version a significant challenge and exciting opportunity to further scale the deployment of the Cozy.

The following are some examples of the work that you should expect.

- Collaborate with various members of the Radiator Labs team to conduct market analysis and research to support the launch of the consumer version of the Cozy.
- Conduct an analysis to differentiate the value proposition and business model of the consumer version from the building-wide installations of the Cozy, and support the integration of this analysis into the overall Radiator Labs strategy.
- Conduct market research, end-user testing, focus groups, etc. to inform product development and launch strategy. Develop buyer personas and other frameworks to inform development of key product features as well as a marketing and communications strategy for the launch.
- Explore and propose solutions to current barriers to the consumer version of the Cozy, such as:
 - Communicating measuring & installation instructions to potential customers. Each cover must be custom built due to the unique sizing and features (e.g., piping) of radiators. We want to simplify this process to make our covers accessible to a wide variety of end-users.
 - Communicating network setup instructions and cover functionality
 - Different customer support and communication needs compared to building-wide installs

Qualifications:

- Enrolled in a program an MBA program.
- Familiarity with market analysis & research methods. Experience with product development and management is a plus.
- Strong communication skills Fast learner, creative problem solver. Strategic thinker.
- Exposure to design, construction, and project management.

To Apply:

Please submit your resume and cover letter to resumes@radiatorlabs.com, including “Summer Product Strategy Fellowship: [Your Full Name]” in the subject line. Find out more about the Tamer Social Enterprise Summer Fellowship Program here:

<https://www8.gsb.columbia.edu/socialenterprise/careers/internships/columbia-students>

The successful applicant will be selected based upon his or her qualifications for this position and without regard to the applicant’s race, color, ethnic or national origin, religion, creed, age, disability, sex, sexual orientation, gender identity or expression, pregnancy, marital or partnership status, citizenship or alienage status, veteran status, whether children are, may be or would be residing with a person, or any other characteristic protected by law.