MASTER PIC — PROJET - INNOVATION - CONCEPTION

Mise en place et exécution de la stratégie de contenu d'un fond de VC international

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Headline

Entreprise : Headline
Période : **2022 – 2023**
Tuteur entreprise : Jonathan Userovici, Partner
Lieu : Paris

Présentation de l'entreprise (headline.com)

Headline is a Venture Capital firm actively on the ground in 7 cities around the world. We invest across geographies, leading rounds at every stage. Once we commit to a team, we go to the ends of the earth to make their success global.

Our Early Stage Funds are based in the US, Europe, Asia, and Brazil, and invest locally. Our San Francisco-based Growth Fund invests globally from Series B and beyond, working in collaboration with our Early Stage Teams.

The sizes and locations of these funds make it possible for us to see local trends up close, identify winning founders, and lead rounds at every stage. Sonos, The RealReal, Creditas, Sorare, Swile, AppFolio, goPuff, Acorns, Farfetch, Segment, Bumble, are among the companies in our portfolio.

Thématique et descriptif du projet

The primary functions of this project are to create:

i) In-depth content (landscape maps, industry analysis, trend overviews, etc.) to constantly reinforce Headline's brand
ii) In-depth intelligence briefs to help guide our investment decisions.
iii) Help put in place a content strategy and scale

Profil(s) recherché(s)

We search for someone with a real curiosity for tech trends, a deep interest in researching them in-depth, and **the skills to write them with care.**

We want someone who loves to constantly reflect on how the world will look like and the desire to share this belief with others. You should be someone who's confident in your ideas while humble enough to see them challenged, with outstanding work ethics but knowing how to have fun.

You should be excited about:

- Working closely with the partner to look in-depth at current and upcoming technology trends, as well as cross-functionally with the broader team
- Performing extensive, in-depth company and industry research as well as portfolio benchmarking analysis
- Creating and maintaining market maps for both strategic and communication targets
- Writing in a clear and engaging manner for both internal and external audiences

Our culture:

- We are different, together. We don't fit in, and we've never wanted to. As individuals, we're looking at the world through different eyes and from different cities and cultures. And as a group, we have a global perspective unlike any other
- We lead with generosity. We don't steal control – or the spotlight. We welcome everyone into our office. We are fair. We don't just do these things to be nice; we also know that our attention, time, and trust always yield the most meaningful returns
- We lift every low - and every high. When we commit, we commit to it all. We know how to keep the faith when it's tough. And, we know how to celebrate the victories better than anyone else

- We invest in the world. We search every corner of the globe for teams that can make the entire world better. To us, this is much more interesting and rewarding than simply investing in companies.