Business Développement & Marketing

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Entreprise : En Carta Diagnostics
Période : **2026 – 2027**
Lieu : Cochin

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Présentation de l'entreprise

En Carta Diagnostics is a French deep-tech start-up developing innovative solutions for biological detection and analysis, with a strong focus on infectious diseases such as Lyme disease.
Our mission is to make biological analysis accessible, fast, and reliable, enabling citizens to make better health decisions.
Our vision: transforming every smartphone into a PCR machine.
We combine synthetic biology, product design, and data science to create practical and user-friendly solutions. Among our flagship products:

- TestYourTicks – an innovative service that identifies pathogens present in a tick;
- Lyme test – a solution that helps users better understand tick-related risks and simplifies prevention and care pathways.

The intern will join an agile team working closely with the founders, where every contribution has a direct impact on the company's trajectory. The role sits at the core of our international expansion strategy.

Descriptif du projet

The objective of this project is to prepare and accelerate the international launch of our solutions, particularly **TestYourTicks** and **Lyme**, across English-speaking and German-speaking markets.
En Carta is entering a decisive **pre-launch phase**: while the products are not yet commercialised, the success of the upcoming rollout will depend on how effectively we build awareness, shape user perception, and establish our positioning now. Communication and marketing are therefore strategic levers that will directly influence early adoption and partner engagement.
This internship offers a hands-on role in designing and executing our international go-to-market preparation. The student will contribute to **market analysis, content creation, early marketing actions, and business development**, helping build momentum ahead of launch.

Main objectives of the project:

- Assess how at-home testing can become the new standard of care in developed and developing countries in the next 10 years.
- Develop and execute an international communication plan introducing our solutions to target markets.
- Define clear, compelling messaging tailored to specific countries and user segments.
- Produce professional materials (English/German) for digital channels, social media, partners, and distributors.
- Identify high-potential markets, segments, and partnership opportunities for the launch phase.

Key marketing actions included in the project:

- Run early awareness and education campaigns on social media (Instagram, TikTok, LinkedIn) to test user interest and positioning.
- Perform A/B testing of ads, visuals, value propositions, and landing pages to identify the most effective messaging.
- Develop short videos, infographics, and explanatory content to build trust and user engagement before launch.
- Deploy targeted mini-campaigns in selected countries to measure traction and cost of acquisition.
- Analyse performance (engagement, traffic, conversion indicators) and recommend optimised strategies for the launch.
- Contribute to community-building initiatives with outdoor groups, pet owner communities, and scientific or medical networks.

Since international deployment is only just beginning, the intern will operate in an environment with **significant room for initiative, creativity, and a test-and-learn approach**, taking part in decisions that directly shape En Carta's global presence & with direct access to the leadership team.

Méthodologie envisagée

1. Benchmark & Strategic Analysis
Understand the competitive landscape and identify priority markets and user segments.
Actions:

- Analyse international competitors and alternatives.
- Review regulations, user behaviours, and distribution channels.
- Map key communities (outdoor, pets, medical).
- Select high-potential countries and segments.

2. Content Creation & International Communication
Develop clear, engaging content to build early visibility ahead of launch.

Actions:

- Produce content in English/German (posts, visuals, short videos, landing pages).
- Define a consistent editorial style (scientific but accessible).
- Create a media kit for partners and distributors.

3. Early Marketing Actions & Experimentation

Test messaging and awareness strategies to prepare for launch.

Actions:

- Run pre-launch campaigns on social media.
- Conduct A/B tests (ads, visuals, value propositions).
- Analyse performance and recommend optimised approaches.

4. International Business Development

Identify early partners who can support adoption and visibility.

Actions:

- Target outdoor retailers, veterinarians, clubs, insurers, etc.
- Prepare tailored pitches and materials.
- Support outreach and early discussions.

5. User Insights & Data Collection

Gather insights to refine communication and market strategy.

Actions:

- Conduct interviews and/or questionnaires in key markets.
- Analyse feedback and synthesise insights.
- Translate results into actionable recommendations.

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Profil(s) recherché(s)

- Academic background: engineering, business, or dual competence.
- Fluent English required; German strongly appreciated.
- Appetite for start-up environments: autonomy, initiative, fast execution.
- Interest in health, biotech, scientific communication, or impact-driven projects.
- Strong analytical skills, communication ease, and marketing creativity.

Possible start dates: between June 1st and September 1st.