

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The image is in a dark, monochromatic green color scheme.

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MECE 4999 – FIELDWORK | INSTRUCTOR- Prof. Hod Lipson

ENGINEERING AND BUSINESS OPERATIONS INTERN

SUMMER FIELDWORK

CLIP.BIKE

19 Morris Ave, Brooklyn, NY 11205

START DATE: 05/30/2023 | END DATE: 08/30/2023

UNI: SS6608 | DATE SUBMITTED: 12/29/2023

Columbia University

About the Company

CLIP is an e-mobility climate tech company that upgrades regular bikes into e-bikes. It's one of the 250 tech startups at Newlab, a shared workspace of 1000+ entrepreneurs, innovators and investors in Brooklyn Navy Yard

Vision

Mission

Goals

CLIP's vision and mission includes fighting climate change by encouraging more people to use low emission transportation. Bikes have always been an easy and chosen mode of transport for many, as witnessed on the streets of NYC and around.

For most, biking is simple and easy. But it could be tiring and tedious especially going uphill or on a sunny day. Therefore, CLIP was introduced to provide an extra boost to regular bikes so one can peddle around but during times of need, can attain extra boost to make rides comfortable and sweat free. Keeping these goals in mind, CLIP wishes to be that peddle-assist device which is portable, easy to carry and suitable for all age groups



Executive Summary

- During my dynamic and engaging internship at CLIP, spanning a fulfilling three months, I immersed myself in a multifaceted experience that traversed various departments. As an engineering and business operations intern, I actively contributed to assembly and quality control processes, engaged in customer service interactions, and delved into the realms of marketing and sales.
- A typical day at CLIP commenced at 9:30, where I embraced the diverse responsibilities of the role. Whether conducting CLIP demonstrations in Brooklyn or Manhattan, or enjoying a moment over coffee, each day was an opportunity to make meaningful connections and showcase the innovative aspects of the company.
- Working within a close-knit team of 10 individuals, including key figures such as the CEO, co-founder, product manager, and sales manager, I collaborated on diverse projects that honed my skills and exposed me to varied perspectives. This collaborative environment allowed for a comprehensive understanding of the company's operations and fostered a supportive learning atmosphere.
- What resonated deeply with my long-term aspirations was CLIP's alignment with my career goals of combating climate change through technology. The experience not only enriched my understanding of the intersection between technology and environmental impact but also solidified my commitment to contributing meaningfully to this cause.
- In essence, my internship at CLIP was a transformative journey that seamlessly blended hands-on experiences with a supportive team culture, aligning perfectly with my career trajectory and overarching goals.

Major Responsibilities

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OPERATIONS INTERN
CLIP, NEWLAB



During my tenure at CLIP, I shouldered pivotal responsibilities that underscored my versatility and introduced me to my hidden talents.

- Serving in the assembly and quality control team, I played a crucial role in the meticulous assembly and testing of freshly manufactured CLIPs, ensuring the delivery of top-notch products to our valued customers.
- Collaborating closely with the Sales Manager, I served a leadership role within the intern team, orchestrating impactful demonstrations that showcased the innovative features of CLIP. These efforts extended beyond the confines of our office, as I led the team in organizing demonstrations in prominent locations such as Brooklyn, Manhattan, and participated in major events like the "Electrify Expo" in Washington DC and Long Island.
- Beyond sales and marketing, I collaborated directly with our Co-Founder to elevate the standards of customer service and communication. This involved working closely with existing customers to ensure their satisfaction and further solidify CLIP's reputation for unparalleled customer support.
- One of the highlights of my role was organizing personalized office visits for select customers who discovered CLIP through my efforts, contributing to the expansion of CLIP's reach and fostering a deeper understanding of our products.
- In essence, my responsibilities at CLIP were not just tasks; they were strategic initiatives that contributed to the overall success and positive perception of the company, reflecting my dedication to excellence in every aspect of my role.



Snippets from Brooklyn Demo at Burrough Hall

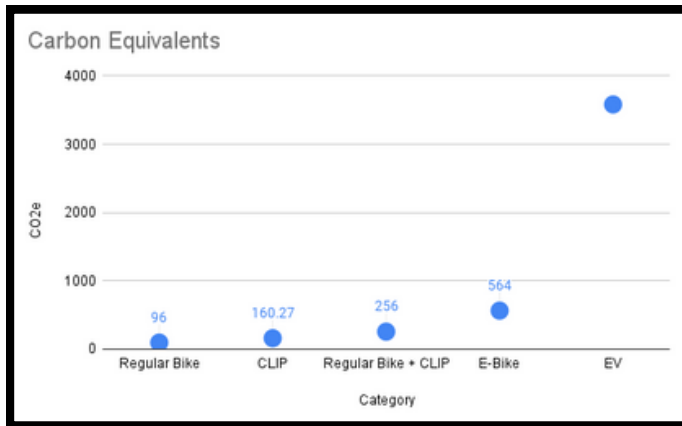
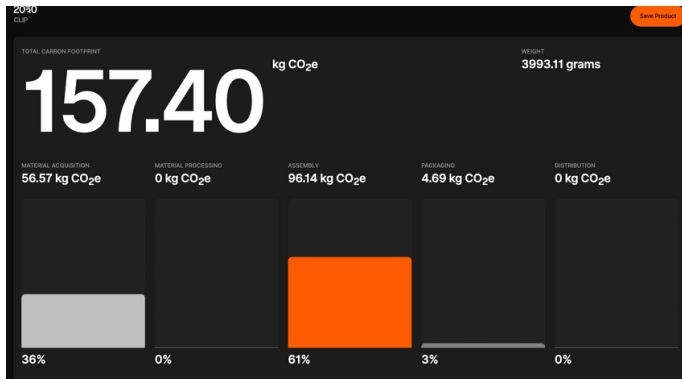
Assembly and Quality Control Operations: To expand on my experiences on my time with CLIP, my role within the assembly and quality control team was nothing short of pivotal. Tasked with overseeing the intricate assembly and rigorous testing of freshly manufactured CLIPs, I played a crucial and meticulous role. This not only ensured the seamless production of top-notch products but also underscored my commitment to delivering excellence to our esteemed customers. Additionally, I tested approximately 75 batteries for the 3rd batch of CLIPs manufactured, in order to confirm their standards and assemble to the product.

Sales and Marketing: In tandem with this, my collaboration with the Sales Manager elevated my responsibilities to encompass a leadership role within the intern team. Here, I orchestrated impactful and dynamic demonstrations that not only showcased the cutting-edge features of CLIP but also expanded our outreach far beyond the confines of our office. From organizing demonstrations in prominent locations such as Brooklyn and Manhattan to participating in major events like the prestigious "Electrify Expo" in Washington DC and Long Island, these efforts significantly contributed to positioning CLIP at the forefront of innovation.

Customer Service: Beyond the realms of sales and marketing, my direct collaboration with our esteemed Co-Founder aimed at raising the bar in customer service and communication standards. This involved hands-on engagement with existing customers, ensuring their utmost satisfaction, and further solidifying CLIP's well-earned reputation for unparalleled customer support.


Client Relations: A standout aspect of my multifaceted role was the organization of personalized office visits for select customers who discovered CLIP through my dedicated efforts. This not only expanded CLIP's reach but also fostered a deeper understanding of our products, creating lasting impressions.

In essence, my responsibilities at CLIP transcended the realm of mere tasks; they were strategic initiatives meticulously crafted to contribute to the overarching success and positive perception of the company. This narrative reflects not only the breadth of my responsibilities but also my unwavering dedication to achieving excellence in every facet of my role.




Additionally, I took a leading role in crafting a comprehensive carbon emissions report for our groundbreaking product, CLIP. Leveraging my background in Mechanical Engineering, I delved into the intricacies of CLIP's entire lifecycle, meticulously examining manufacturing processes and usage scenarios to accurately quantify our carbon footprint. This initiative went beyond mere compliance, representing a strategic effort to comprehend and mitigate our environmental impact. I extended my efforts by conducting a comparative analysis, benchmarking CLIP's carbon footprint against other modes of transportation. This provided crucial insights into the environmental benefits inherent in our product. The resulting report stands as a testament to our unwavering commitment to sustainability, illustrating how CLIP is driving positive change in the transportation sector. My dedication to environmental stewardship and my role in shaping this report reflect my passion for creating impactful and eco-friendly solutions through our innovative product.

Carbon Emissions Report



Typical Day

A DAY IN THE LIFE OF AN
INTERNSHIP AT CLIP



Commencing my day as an intern at CLIP involved a brisk 8:30 AM commute from the Upper West Side to Brooklyn, ensuring my timely arrival at the office by 9:30 AM. What truly set the work experience at CLIP apart was the flexibility in working hours; it wasn't confined to the rigidity of a traditional 9-5 job. Instead, the ethos embraced individuality, prioritizing the delivery of quality work.

Upon reaching the office, a regular ritual involved collaborating with the Co-Founder to review tasks from the previous day, assess their completion, and outline objectives for the day ahead. This daily interaction served as a valuable touchpoint for aligning goals and ensuring a cohesive workflow.

On demo days, my routine diverged as I ventured directly to the demo location, joining the CLIP team with a bike in tow. Donning a CLIP tee-shirt and proudly representing the entire team added a sense of accomplishment. The primary objective during these demos was clear – introduce CLIP to the public and amplify its presence. This endeavor also proved fruitful in collecting valuable customer data as individuals signed up for email updates on CLIP details.

Around noon, a congregation of interns would reconvene to organize and showcase their work to the Co-Founder. The diverse group of approximately 15 interns fostered connections across various fields, enriching the overall internship experience. Post our catch-up session, we would convene for lunch, often accompanied by our product manager. These moments in the office lounge became cherished opportunities for discussions ranging from prototyping to global cuisines, past professional experiences, and the significance of mentorship.

In the afternoon, my focus shifted to collaborating with the Sales Manager, delving into discussions on future demo strategies before concluding my office hours. Notably, there were instances when they graciously allowed me to borrow a bike and CLIP back to Manhattan, setting the stage for upcoming demos the following day. This blend of flexibility, diverse interactions, and varied responsibilities made each day as a CLIP intern a dynamic and rewarding experience.

Organization

As an intern at CLIP, my contributions to the team were multifaceted and aligned with the company's dynamic work culture and values. In the assembly and quality control team, I played a pivotal role in ensuring the meticulous assembly and testing of CLIPs, contributing to the delivery of high-quality products to our valued customers. Collaborating closely with the Sales Manager, I took on a leadership role within the intern team, orchestrating impactful demonstrations that showcased CLIP's innovative features. These efforts extended beyond the office to prominent locations like Brooklyn and Manhattan, as well as major events such as the "Electrify Expo" in Washington DC and Long Island. Additionally, I collaborated directly with the Co-Founder, elevating the standards of customer service and communication. This involved working closely with existing customers to ensure their satisfaction and further solidify CLIP's reputation for unparalleled customer support. The organization of personalized office visits for select customers further contributed to the expansion of CLIP's reach. In essence, my contributions at CLIP were strategic initiatives that spanned assembly and quality control, sales and marketing, customer service, and community outreach, reflecting my dedication to excellence and alignment with CLIP's overarching goals and values.



Career Contributions

CAREER GOALS



CLIP, with its innovative and forward-thinking approach, has not only shaped the trajectory of my internship experience but also carved a distinctive niche in the realm of sustainable technology. At the core of CLIP's contributions lies a commitment to flexibility, fostering an environment where individuality thrives, and creativity flourishes. This unique work culture not only enabled me to seamlessly integrate into the team but also showcased the transformative potential of embracing non-traditional working hours. The emphasis on impactful demos and community engagement speaks to CLIP's dedication to spreading awareness and creating a lasting impact. Beyond the day-to-day operations, CLIP's contributions extend to the realm of sustainable technology, embodying a vision that aligns with my long-term goal of combating climate change through innovative tech solutions. The company's commitment to delivering top-notch products, coupled with its customer-centric approach, has not only elevated its brand but has also positioned it as a catalyst for positive change in the intersection of technology and environmental responsibility. CLIP, through its dynamic contributions, has provided me with an invaluable foundation for understanding the pivotal role technology plays in addressing contemporary challenges.

Team CLIP

