



invest2innovate™

Job Description | Research Analyst

Invest2Innovate

Deadline: Friday, August 27, 2021 (Midnight – PKT)

About Invest2Innovate

Invest2Innovate has been operating in Pakistan since 2011, and since 2014, has released regular research and analysis on the country's burgeoning startup ecosystem to help mitigate this information gap – from the Pakistan Entrepreneurship Ecosystem Report, the most comprehensive landscape analysis of Pakistan's entrepreneurial environment, to the Investor Guide, a 101 guide for any local or foreign investor on how to invest in the country, to the E-Commerce Insights study, analysis and study of Pakistan's rising e-commerce industry. i2i also releases monthly analysis via our Insights Newsletter on topics ranging from the implications of the Amazon acquisition of Whole Foods for Pakistan's e-commerce space to the impact of the China-Pakistan Economic Corridor (CPEC) on the country's startup landscape. You can read our most recent edition on the renewable energy space in Pakistan [here](#).

Within our Insights Arm, i2i provides research, strategy and data-driven insights and business intelligence to help investors, stakeholders, and companies navigate Pakistan's complex environment, drive and grow their businesses, and further their overarching business and investor objectives in the country. Aside from our research and data analytics work, i2i also operates two more verticals – Incubate, which provides entrepreneurial support via a 4-month accelerator program and invests, which works to strengthen capital access in growth markets through our local community of angel investors.

We are looking for an entrepreneurial and passionate go-getter to further support and expand our work in Pakistan. We are a small but committed team of professionals who are passionate about entrepreneurship, particularly to help build out the ecosystem to give maximum support and information to all stakeholders involved. i2i's work culture is "work hard, play hard" - we believe in fun, collaboration & building community.

Our new Research Analyst should share our vision and demonstrate a positive and "can-do" spirit - we're looking for a professional with a strong background in research methodology and has experience doing desk research. If you think this sounds like you, please send your CV and a cover letter to **Muhammad Hamza at hamza@kamayi.pk**.

Market Research (Portfolio Companies)

- Support in conducting initial needs assessment for portfolio companies to figure out what their data needs are to help understand how and to what extent can the Insights team support them
- Support in designing data collection tools for portfolio companies and taking care of any desk research needs associated with it
- Help design data analysis plan to foresee the specific questions/assumptions it will help answer

- Help prepare a final key takeaways and 'So What?' document to help portfolio company and the fund envision how the findings will be used to reiterate/design/create products, services and/or features.

In-house Assignments (ongoing)

1. Bi-monthly Newsletter

- Help strategize how the product can be improved over time, i.e. bringing intentionality to how the content is positioned
- Design data collection tools
- Provide support to junior team members on coordination related to data collection, i.e. stakeholder mapping, collating contact information, and setting up a data collection schedule wherever applies.
- Provide support on cleaning, organizing, and analyzing the raw data
- Collating the findings into a bitesized newsletter for readers.

2. Deal Flow Tracker

- Help strategize how the product can be improved over time, i.e. bringing intentionality to how the content is positioned
- Gather data from secondary and primary sources to incrementally update the tracker with incoming deal info and triangulate data through stakeholders such as, founders and investors.
- Creating quarterly deal flow updates in the form of descriptive analysis as well as a visual for social media use

3. Pakistan Entrepreneurship Ecosystem Report 2021

- Working on the Startup Ecosystem Report 2021 with the rest of the insights team
- Create a research plan for the entire study
- Lead desk research, map out key indicators to be assessed, data collection instruments to be used, and determine overall target sample size and composition with support from the Research Associate and Head of Insights.
- Supervise data collection, including surveys and ensure that data collection targets and timelines are met by the team.
- Lead the completion of final milestones of the study such as, data cleaning, analysis, and collating the data into a proper report under the supervision of the Head of Insights.

Other responsibilities

- Assist with submitting research project proposals against RFPs released
- Brainstorm ideas around potential research partnerships to help expand i2i's research work
- Any other responsibilities assigned by the supervisor relating to i2i Insights

This is a full-time position in Islamabad beginning in September 2021.