Product Manager (Intern) Assignment — Contextual Product Thinking

PLEASE NOTE CHATGPT GENERATED, ASSISTED ASSIGNMENTS WILL NOT BE SHORTLISTED. THESE (EVEN INSPIRED ONES) ARE EASILY DETECTED SO IF YOU'RE SERIOUS DON'T USE IT. IF YOU USE IT, DON'T EXPECT A RESPONSE.

Objective:
We want to see how you think through user problems, approach technical decisions, and take initiative. This is meant to simulate the kind of scrappy, real-world work we do daily — not something you can typically answer by asking Google or ChatGPT.

You're joining an early-stage AI startup building autonomous tools for founders and teams. Our goal: help them automate tedious business tasks using AI agents.

1. Field Research (45–60 min)
Talk to a founder or business owner (can be a friend, relative, or someone in your network).

- Understand their business and how it makes money (important)
- What are the critical elements of value generation process
- What is value being generated for customers (for which they pay)

Summarize what you learned in your own words. Include a quote or screenshot if possible.

2. Define a Use Case (30 min) for AI to solve (related to above research). We need to understand how you do problem solving for a business.
Deep dive in the value generation process and see if you can find a use case that can be solved using AI (don't force fit). Tell us:

- Why it's worth solving (should have an economic/money making rationale)
- What a great outcome would look like for that user
- Do other products exist for the same problem - if yes how can this be different?

Submission Format:
- Send your assignment in a neatly formatted PDF / Google Doc file with above parts to mradul@jinnlive.com along with your CV
- Keep it simple & short — bullet points > essays. (not more than 2-3 pages)