

Apogee Indigo Internship Summary and Reflection

Company Name and Website	Apogee Indigo, https://apogeeindigo.com/
Industry	Travel & Tourism
Date / Time of Visit	03/04/2024 11 AM – 1 PM 03/05/2024 11 AM – 1 PM
Location	Zoom meeting in room 25-308
Peers in Attendance	David Serur, Anastasia Smolentseva, Myron Murmanov, Javier Pastor, Mia Lopez, Elias Smith, Evan Seifer, Lewin Cheung, Chenzhi Liu, Jiajing Tu, Jacob Feldman, Blake Skolnick, Kaashvi Bothra, Jessica Novak, Emiliana Boulton, Zheyu Shi, Isabella Bravo-Torres, Amanda Caines, Devin Sanders
Host(s) Name(s)/Title(s)	Ric Roth, CEO
How did you prepare for this visit?	Looked at company website, industry trends, news, and host's LinkedIn
What questions did you have before this internship began, and what answers did you receive?	1. How did you come up with the company name? During the brainstorming process, Mr. Roth was searching for words that would convey the mission of the company - to connect and empower travelers. He stumbled across "apogee", learning that it is a scientific term for "the furthest point", and thought it went perfectly with the company's theme. Unfortunately, the web domain "apogee" was already taken, so the founding team decided to add another word. After some consideration, they decided that "indigo" would sound nice with "apogee", and would also conveniently settle the company color debate. 2. Where exactly does your profit come from? Apogee Indigo's profit is the inventory sold to customers minus the original purchase price (around 35%) and customer discounts/offers. In a way, this is a win for all three parties: the restaurant gets new customers, those customers get discounts, and Apogee makes money!
Briefly describe the mission and business activities of this company.	Apogee Indigo is a high-tech software-driven company that connects travelers with local merchants. First, they generate strategic partnerships with restaurants and attractions in a certain travel hotspot, and offer to market the merchant and connect it with the end-customer in exchange for discounted inventory. Then, they offer tourists great deals on this discounted inventory and promote all of their local partners, creating a win-win relationship.

Describe what you did, encountered, and experienced during your visit.	Because of the company's large number of international employees, this visit was conducted online over two days. On the first day, we heard from the CEO and some of the software engineers, learning high-level information about company history and operations. On the second day, we heard from the marketing and tech teams, diving deeper into company processes and seeing some intricate behind-the-stage tools and metrics.
Identify five or more learning points. What did you not know that you know now?	1. Restaurant menu items are, on average, marked up 70% from raw product costs. By buying inventory at-cost or with a heavy discount, Apogee Indigo is able to offer the end-customer discounts while still making a profit on inventory sales. 2. Apogee Indigo only partners with a limited amount of merchants in a single market to avoid competing with itself and creating a more selective experience for the end consumer
What compliments and/or suggestions do you have for the internship hosts?	The information presented was interesting and not repetitive - the speakers covered various areas of the company and succinctly addressed all of our questions. I wish there was just a little bit of interactivity beyond questions, because not everyone in the audience was equally engaged and could have potentially found it boring.
Would you recommend this internship visit to your peers? Please explain.	Yes. I liked the company and the product, and the Hosts did a great job of switching the speakers and topics of discussion to avoid stagnation. All speakers were also very receptive to questions, and a lot of the content was guided by our questions and interests.

Reflection Essay

Hearing that this internship was scheduled over two days because of timezone restrictions, I was automatically excited to learn about this company's operations and why exactly they chose such an employee base. Admittedly, I was not at all familiar with the idea of digital coupons or the business model that Apogee indigo takes - it took a couple rounds of questions for me to fully understand how this company is profitable. But once I did understand, I was pleasantly shocked at how this company effectively creates value out of thin air for all three stakeholders, a unique aspect that I'm sure will allow Apogee to grow in no time.

Because this was a fully digital visit conducted over 2 days on zoom, all of our learning consisted of different team members discussing their roles and responsibilities within the organization. Specifically, we heard from the marketing, sales, technology, and software teams, as well as the CEO and several upper managers. I personally loved learning about their marketing and sales funnel, because they showed us their database and took us through every step of the funnel with real marketing leads. The technology team were also very engaging, showing us how they used generative AI to help other teams, increasing efficiency within the company,

Out of all the visits, Apogee Indigo struck me as the most unique company and one that I found to be genius. As someone who loves travel, the idea of an app that serves both as a guide and a discount book seems too good to be true, and yet that is exactly what they are building. Their product allows local merchants to thrive by expanding their customer base, all while giving tourists discounts on top-rated spots in the area, and still leaving a significant profit for Apogee. This idea is not only smart, but also extremely scalable, which is precisely what they plan to do in the coming years. I would love to join Apogee on their journey, especially as the company becomes increasingly marketing and logistics-centered on an international scale. I also enjoy their remote work environment, and found the company culture to be very friendly and relaxed.