

# PHONT

As diverse as language itself.

## Social Media Strategy Thesis (m/w/d)

Hello, we're Phont, an ambitious startup based in Frankfurt, set on the path to revolutionize the world of subtitles. Are you a marketing enthusiast, passionate about digital channels, and in search of an opportunity to anchor your academic journey with a compelling thesis? If you're graduating into Marketing, Business, Communication, or any related domain, and are eager to explore the nexus of social media and subtitling, this is your sign.

### What We're Looking For:

- **Research Ready:** Currently enrolled in a master's or bachelor's program in Marketing, Business, Communication, or a related field and are scouting for an thesis topic that connects academic rigor with practical challenges.
- **Digital Native:** Possesses a strong grasp over popular social media platforms and has a knack for identifying emerging trends.
- **Content Curiosity:** Intrigued by content strategies, audience engagement tactics, and analytics-driven optimizations.
- **Analytical Insights:** Demonstrates the ability to dissect social media metrics, understanding the 'whys' behind the numbers.
- **Team Spirit:** Keen on contributing to good times that we'd spend together.

If you're keen to develop Phont's Social Media Strategy with us, we're all in. Send your resume, a brief outline of your proposed research, and a cover letter to [hello@phont.ai](mailto:hello@phont.ai). Let's achieve together our vision: To create subtitles as diverse as language itself.

Warm regards, The Phont Team

### What You'll Do:

- **Thesis Collaboration:** Align with our team to conceptualize, structure, and execute your thesis, ensuring it aids our vision while adding academic value.
- **Platform Exploration:** Investigate the intricacies of different social platforms, identifying which channels resonate best with our audience and why.
- **Engage & Analyze:** Study audience engagement, devise hypothesis-driven tests, and analyze data to refine our social media strategy.
- **Content Creation & Curation:** Dive deep into content strategies, studying what type of content appeals to our audience.

### What We Bring to the Table:

- **Research-rich Environment:** Combine rigorous academic study with real-world challenges, making your thesis both robust and relevant.
- **Post-thesis Opportunities:** Once you've made your mark with research, consider avenues for full-time positions, bringing your strategic insights to Phont's marketing endeavors.
- **Fostering Innovation:** Here, every idea is a gem. We're all ears, always fostering a culture of feedback, innovation, and collaborative growth.
- **Flexibility First:** Benefit from adjustable working hours and of course, our refreshing table tennis breaks are always there!

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## The next big UX innovation

Subtitles are the new standard. Both in streaming and on social media, more and more videos are being watched with subtitles. But subtitles only show what is spoken and not how it is spoken. We at Phont have set ourselves the goal of finally doing something about boring and non-inclusive subtitles and making them as diverse as language itself.



## Technology

Using AI-powered emotion recognition algorithms, we detect linguistic features such as emotion in spoken language, and visualise these features through AI-generated fonts based on empirically developed type design. Customers can access the world's first audible subtitles through an API and easily integrate it into their offerings such as streaming, social media, or other digital platforms.



## Impact

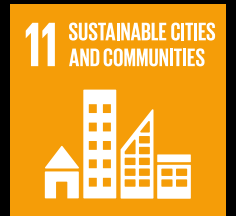
Imagine you want to watch a comedy reel on social media on your way to work in a noisy subway. Or imagine that you are one of the 2 billion or so hearing impaired people in the world. With Phont, you can have a more immersive but also more inclusive media experience. By integrating Phont and showing they value inclusion, immersion and speech diversity, companies reach new audiences while proving their values. Our vision is to establish a new standard in the media industry that will have a worldwide impact.



»Equal access to all levels of education.«



»Empower the social inclusion of all.«



»Inclusive public spaces.«



## Team

We are a young startup and a diverse team with professional backgrounds in type design, data science, business administration and market research. Since July 2023 we are actively working together in Bockenheim, Frankfurt am Main, to realise our vision: To make subtitles as diverse as language itself.



Find out about our revolutionary product on [phont.ai](https://phont.ai) | [hello@phont.ai](mailto:hello@phont.ai)