Business Development Lead (Founding Team)

Company: dAIs Genie
Location: Southampton, UK (hybrid)
Type: Full-time or part-time with equity

About us

miiGenie is a voice-first assistant that helps UK seniors stay independent at home and gives family caregivers more peace of mind.
We're a 'Google for StartUp'-supported and 'Future Worlds'–backed startup on the Highfield campus - University of Southampton, working closely with older adults, family carers, and local organisations to build something genuinely useful.

Why this role matters

We've proven that seniors and carers care about the problem; now we need to turn early interest into a repeatable, scalable growth and revenue engine.
As BD Lead, you will be responsible for opening doors, closing early commercial pilots, and shaping how we talk about miiGenie to partners, customers, and investors.

What you'll do

- **Own user and partner growth**
  - Map and prioritise channels to reach seniors and carers in Southampton (Age UK, carers groups, libraries, community centres, GP surgeries).
  - Design and run outreach campaigns (email, phone, in-person visits, small events) and track weekly activity.
- **Build partnerships that matter**
  - Identify and close collaboration opportunities with charities, care providers, councils and NHS-linked services.
  - Structure simple pilots and referral partnerships with clear success metrics and next steps (e.g. from free pilot to paid engagement).
- **Lead early commercial experiments**
  - Work with the founders to design and test early pricing and offers for families and organisations.
  - Turn pilots into paying relationships where appropriate, and help us understand what people are actually willing to pay for.
- **Pitching and storytelling**
  - Craft concise, compelling narratives and pitch decks for partners, accelerators, and early investors, problem–solution–traction format.

    - Represent miiGenie in meetings, demo days and community events; confidently demo the product and handle Q&A.
- **Do things that don't scale**
    - Spend time at events, day centres, and community stands talking directly with seniors and carers.
    - Turn those conversations into a playbook: scripts, objection handling, follow-up sequences, and lightweight CRM discipline.
- **Design the acquisition and revenue funnel**
    - Define and iterate the journey from first contact → pilot sign-up → active use → testimonial → paid relationship.
    - Own basic metrics: number of conversations, sign-ups, active users, partner leads and paid trials per week.
- **Feed product and strategy with insight**
    - Turn user and partner feedback into clear, prioritised input for the product and engineering team.
    - Co-shape our go-to-market strategy and help prepare materials for future fundraising.

Who you are

- You care deeply about ageing, caregiving, and building products that make real lives better (personal experience is a plus).
- 3–7 years in business development, partnerships, sales, community building, or related roles (startup, health/social care, or non-profit experience all welcome).
- Confident communicator and storyteller: you're comfortable pitching to a room, speaking with a 75-year-old, or negotiating with a Head of Service.
- Commercially minded: you think in terms of funnels, pilots, conversions and revenue, not just "meetings" and "awareness".
- Data-aware: you're happy to track your pipeline and simple metrics in a spreadsheet and make decisions from them.
- Comfortable in a YC-style environment: biased toward action, honest about what's working, and quick to iterate.

What we offer

- A chance to design and own the growth and commercial strategy of an early-stage, mission-driven startup.
- The opportunity to be front-and-centre in partner meetings, accelerator applications, and investor pitches with the founding team.
- Competitive early-stage package with meaningful equity for the right person.
- Flexible working pattern; mix of campus, community visits, and remote work.