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## Bare Tree Media Benefits from MassTech Intern Partnership

*CEO Robert Ferrari discusses his Virtual Branding company's growth through the Intern Partnership*

**The MassTech Intern Partnership has once again shown how valuable it can be.**

Bare Tree Media, a startup company residing in PayPal's 'Start Tank' incubator (an innovation space that provides six months of mentoring, community, and workspace at no-cost), has used the Intern Partnership to recruit local talent that is helping the company grow.

And grow they have. Bare Tree Media has created an ecosystem of digital distribution partnerships worldwide, offering over 40 well-known entertainment and character based brands, such as StarTrek, Sharknado, KISS, Domo and Garfield the ability to reach digitally connected consumers who are eager to engage and purchase branded digital content. The company is already the global leader in virtual branding as it relates to goods such as mobile stickers and emoticons in messenger apps, branded mobile apps, and branded email across worldwide markets.

Bare Tree Media has also increased its workforce to six, including three interns who were matched via the Intern Partnership program: Evan, a recent graduate of UMass-Dartmouth; Patrick, a UMass-Boston grad who specializes in animation; and Rachel, a senior at Becker College in Worcester, who was also affiliated with the [Massachusetts Digital Games Institute](#) (MassDiGI).

We sat down with Bare Tree Media CEO Robert Ferrari and asked him about his company, the Intern Partnership program, and what the future holds for his business.

**First off, how are interns in the MassTech program gaining useful experience at Bare Tree Media?**

**Ferrari:** The interns work in the design department of our company, specifically digital product design and animation. They are involved every step of the way, from the innovation stage to the launch process. We expose our interns to the entire ecosystem of our business, rather than just stick them in a corner and ask for designs. Our interns get hands on experience, broad exposure, mentoring opportunities, and insight into the life of a startup. They also have the opportunity to engage with our external brand partners and global digital distribution platforms. This provides them an opportunity to not just foster their design skills but also communication and project management skills. Interns also gain the ability to build skillsets in UX (user experience), design, and mobile applications, and work with fantastic global brands that will enhance their resume and portfolio.



**How has the Intern Partnership benefitted your company?**

**Ferrari:** The program has been critical to our growth and current success. It has allowed us to expand our design team, which has helped generate and drive content for our growing brands and channels. Our team is only made up of six members, three of whom are new interns. Having young adults on

the team has aided us in better creating content suitable for markets and demographics we are trying to target.



**How has PayPal’s ‘Start Tank’ and the relocation to Boston benefitted your company compared to your former location at Betaspring’s startup headquarters in Providence RI? In short, why is Massachusetts a great place to launch a startup?**

**Ferrari:** Betaspring as an accelerator was a valuable step for our startup. I have nothing but the utmost respect for the principals there and the ongoing advisory role they play to our company. Relocating from Providence back to ‘Start Tank’ in Boston has brought us closer to the Boston startup community, access to tech and talent resources, and venture capital networking. Best of all we experienced the fantastic mentorship and guidance from the PayPal Team here at StartTank. I feel the culture around startups is much stronger in Massachusetts with both the community and state organically fostering the startup ecosystem.

As a Boston native, I feel Massachusetts is a great place to live, raise a family and be an entrepreneur. The commuter rail and T is so accessible for me and my team, the startup vibe is great here, and housing is fairly affordable compared to other major tech hubs across the country. I truly applaud the Massachusetts state legislature and their efforts to nurture the startup community and jobs in the commonwealth.

**What would your advice be to other tech startups interested in the Intern Partnership? Would you re-hire former interns?**

**Ferrari:** Evaluate your needs, learn more about the program, and apply. It has been a huge value to us as an early stage startup. The benefit of a matching grant on top of a database full of great talent is an incredible asset and one that should not be overlooked.

We have been very satisfied with our interns and found them to be great fits for our company. As we grow, expand revenue, and secure investment, we hope to be in a position to hire. We would love to consider past or present interns for fulltime positions.

**What’s next for Bare Tree Media?**

**Ferrari:** 2014 has been a pivotal year for us, and next year is poised to be even better. We will continue to drive our leadership position in virtual branding and aim to expand our TV, film and music categories. The vision of Bare Tree Media is to have 10+ employees by the end of 2015 and to be recognized as an overall startup success in Massachusetts.

For more information about Bare Tree Media, visit their webpage at [www.baretreemedia.com](http://www.baretreemedia.com)



*Governor Deval Patrick (center right) pictured with Bare Tree Media CEO Robert Ferrari (center left) and his interns, Evan (left) and Rachel (right).*

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For more information about the MASSTECH INTERN PARTNERSHIP,  
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