

Oncera Project Study

Go-to-Market & Customer Outreach Strategy

About Oncera:

Oncera is a biotech startup developing an AI-powered platform for precision oncology. Our BEAM model, built at Helmholtz Munich, enables the generative design of personalized antibodies. These are validated using proprietary 3D tumor organoids and culture technologies. Our goal is to improve treatment outcomes for hard-to-treat cancers like HCC and CCC through scalable, individualized therapies.

Project Objective:

Develop and execute a comprehensive go-to-market strategy for Oncera, including marketing planning, outreach strategy, and lead generation.

Key Tasks:

- Conduct market segmentation and customer profiling
- Develop Oncera's value proposition and messaging
- Plan and manage a multi-channel marketing strategy (e.g., social media, webinars, content marketing)
- Create outreach materials and automate email outreach sequences
- Identify and engage early adopters and pilot customers
- Track KPIs: MQLs, conversion rates, CAC

Deliverables:

- A complete marketing strategy document
- A customer outreach plan with templates and automation workflows
- List of pilot partners and outreach tracking dashboard
- Presentation of results to the Oncera leadership team

Student Team:

The project team should consist of 2-4 motivated students, ideally from backgrounds such as biomedical engineering, business, marketing, or biotechnology. Passion for healthcare innovation and digital technologies is essential. Previous experience in start-up environments or with outreach tools (e.g., Hubspot, LinkedIn, Mailchimp) is a plus but not required.

Start Date: By arrangement

Duration: Preferably 6 months part-time, or 3 months full-time

For more information or to apply as a group, please contact us at: smunker@gmail.com