Heisenberg Energy

Location: Munich office of Meta prev. Facebook
Start date: as soon as possible, 3 months
Team: 2-5 TUM students

About Heisenberg Energy

- **Vision**: We enable Europe's sustainable energy transition by making solar on multi-tenant homes profitable

- **In a nutshell**: We are a tech-driven start-up that (1) installs solar panels on multi-family homes and (2) sells the solar electricity to the tenants (https://www.heisenberg-energy.de)

- **Goal until 2028**: install 200,000 kWp solar capacity (equivalent to 5 coal power plants) and provide over 500,000 tenants with access to clean solar energy

- **Founders**: Henrik (MSc Financial Economics, University of Oxford) and Florian (MSc Computer Science, LMU, and ex-CEO of a Quantum Computing Start-up that raised €3.4m in 6 months), both alumni of the Center for Digital Technology and Management (CDTM)

Choose one track for your project studies

Track 1 (Operation Strategy)

Define, optimise, and automate essential business operations required to install solar panels on multi-tenant homes and to function as an energy provider.

- **Business Process Definition:** We need to communicate with various stakeholders, from installation partners and tenants to regulatory bodies and grid operators. You identify and exhaustively define the critical processes associated with this communication.

- **Business Process Optimisation and Automation:** Enable efficient scalability and cost management of the business by optimizing and automating processes.

We believe that to successfully define, refine, and automate business-critical processes, it's crucial to also get your hands

Track 2 (Sales Strategy)

Craft a comprehensive sales strategy encompassing 3 steps to successfully close a deal. Employ data-driven tools such as Google Analytics to evaluate the effectiveness of your strategy.

1. **Identify customers**: Outline methodologies to pinpoint owners of multi-tenant homes. To zero in on the most prospective multi-tenant properties, technologically adept teams leverage our access to Google's Solar API.

2. **Engage customers**: Design resources and materials to effectively engage potential customers. Consider our existing website as a tool for driving conversions, and utilize platforms like Webflow to optimize its potential.

3. **Close deals**: Develop a structured and compelling process to finalize agreements, ensuring customer commitment and satisfaction.

Why join us?

- **Learning**: Because we set up Heisenberg Energy to become the unicorn that enables Germany's sustainable energy transition, you will experience a fast-paced environment with equally rapid learning cycles.

- **Network**: Get access to our network, including CDTM, Oxford, Cambridge, Venture Capitalists, and tier-1 consultancies, for future internship, working student, or full-time positions.

- **Culture**: We are quantitative, first-principles thinkers who focus on problems that matter to achieve our vision. We choose our team carefully, and once people are on board, we fully trust them. We operate effectively, because we communicate clearly and openly.

Application

Please send an e-mail to **henrik.petersen@heisenberg-energy.de**, including (1) the CV of each team member, (2) your ideal start date, and (3) your chosen track. We do not need cover letters. Instead, (4) give us two numbers for each team member, rating yourselves from 1-10 on (a) your capability and (b) your willingness to execute the required tasks.