

Project Study: Scaling Deep-Tech – Branding, Digital Strategy & Marketing for AM Turbines

About AM Turbines: AM Turbines is revolutionizing the aerospace and energy sectors. We develop the next generation of 3D-printed (AM) single-crystal superalloys to make gas turbines more efficient and hydrogen-ready. Founded by a high-profile team of serial entrepreneurs (Vectoflow) and industrial pioneers (EOS), we are at the brink of industrialization. Now, we need a dedicated team to translate our technological excellence into a world-class brand.

The Challenge: Our technology is world-class—our public image should be too. We are looking for a highly motivated team of 2-5 students to take full ownership of our rebranding and digital presence. This is not a "support role"; it is a strategic project with a direct impact on our upcoming seed funding and global customer acquisition.

Your Mission:

- **Branding & Corporate Identity:** Sharpen our brand voice and visual identity for a global B2B audience (Aerospace & Energy).
- **Web Relaunch (WordPress):** Concept, design, and implementation of our new corporate website—from site architecture to content management.
- **Marketing Strategy:** Develop a "GTM Marketing Playbook"—how do we reach decision-makers at industry giants like Rolls-Royce, GE, and Siemens?
- **Content Creation:** Transform complex technical data into compelling visuals and messages for our website and LinkedIn.

What We Offer:

- **Deep-Tech Insights:** Work directly with the founders and experience firsthand how to scale a high-tech startup.
- **Real Responsibility:** Implement your own ideas—we provide the budget and sparring; you provide the creativity.
- **Network:** Access to the Munich startup ecosystem and top-tier industrial contacts.
- **Flexibility:** 3–6 months duration, starting immediately, remote work possible.

Who We Are Looking For:

- A team of 2–5 students (Management, Digital Marketing, Management & Technology, or Information Systems).
- Hands-on experience with **WordPress** (e.g., Elementor/Divi) and design tools (e.g., Canva, Figma, or Adobe Suite).
- A passion for technology and the ability to simplify complex topics.
- A "builder" mindset: You love creating things from scratch.
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Interested? Please apply as a team by sending your CVs, a current transcript of records, and a short "Why us?" (including references to previous projects if available) to: Katharina.Kreitz@am-turbines.com

We look forward to making the future of turbine technology visible with you!