

Project Studies – Business Development

Identifying disruptive AI applications for the electronics industry

About Us

We are a young startup aiming to redefine electronics prototyping by developing systems that make electronics prototyping faster and more efficient.

The idea originated from the Think.Make.Start. hackathon in September 2025, where the startup was founded. As we are working on a novel solution, we are currently operating in stealth mode and are not yet publicly sharing details about our core technology.

We are backed by UnternehmerTUM, TUM Venture Labs, and AI Nation and maintain offices at Königsplatz and in Garching.

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Your Role

This position is offered as a Project Study in collaboration with Dr. Nevena Toporova and the Chair of Corporate Management..

You will work on high-impact strategic projects at the intersection of AI, electronics, and business development. As part of a early-stage startup, you will take ownership of your work, collaborate directly with the founders, and contribute to decisions that shape the product and market strategy.

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Key Responsibilities

The concrete project will be defined together with you, based on your interests, strengths and background, but will generally focus on the following areas:

- Develop a consulting report on potential AI application areas in electronics, with a strong focus on electronics prototyping, aiming to identify use cases with true disruptive potential for the electronics industry (comparable to the impact tools like Cursor or Lovable have had on software development)
- Conduct market and competitive analyses of emerging startups that are active in the electronics industry (e.g. Flux, Quilter AI, CELUS, Vinci4D)
- Support the development, validation, and prioritization of product features and concepts together with our development partners and early customers
- Translate technical insights into business-relevant conclusions for product strategy and go-to-market decisions

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You're a Good Fit If You...

- Study Business Administration, Management, Economics, or a related field
- Have prior experience in a startup, consulting, or venture environment
- Have experience or prior exposure to the electronics industry, especially EMS (Electronic Manufacturing Services), or PCB development (strong plus)
- Enjoy analytical work and turning complex topics into clear insights
- Are comfortable working independently and taking ownership of projects
- Are motivated to work in a fast-moving, early-stage startup environment

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What We Offer

- A unique opportunity to work in an AI-driven stealth-mode startup at a very early stage
- High ownership and real impact on our core technology
- Close mentoring by the founding team
- Office space at Königsplatz (Munich) or the TUM Incubator in Garching

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Project Setup & Conditions:

- Team size: 2-4 students
- At least 50% on-site work in our office
- Part-time (6 months) or full-time (3 months)
- Flexible start date (ASAP)

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Apply now

- If you have any questions, don't hesitate to contact us. To apply, please send your CV and a short motivation letter to: jobs@hefex-labs.com
- Our Website: <https://hefex-labs.com/>

“Join us on our mission to redefine electronics prototyping.”

Join us on our mission to redefine electronics prototyping!