

## Project Study: CRM in times of circularity

### About Tildi:

With Tildi we are enabling circularity in the kids segment. We build a digital & physical infrastructure for a secondary market where commercial businesses, like brands & retailers sell second-hand, refurbished, upcycled & last-season products to parents. We create a convenient and accessible way for parents to save money and resources. We currently have 55+ partners and over 1000 customers. Our main focus is creating software to handle handling costs of products.

### Project Goal and Description:

We want to avoid that parents buy new products because of a lack of time in their everyday life. This is why we seek help from them with a personalized product offer from our secondary market at the right time of need. This saves them money and our planet resources.

### Your tasks would be

- Develop, test and validate a strategy to identify relevant products for customers
- Use customer profiles with historical data to predict the future needs
- Create an automation to send customer relevant products via mail (KI welcome)

### Project Scope:

Students have the option to complete the project either full-time over a period of 3 months or parttime over a period of 6 months. We would prefer to have a team join us for 3 months in full time.

→ We would like to start the project in January 2025

→ The project can be done remotely.

### What's in it for you?

- Work directly with founders and get some start up experience
- Work from Werk 1
- Put your ideas into real business context

### Requirements for Students:

- Interest in Circular Economy & FMCG
- Strong research and analytical skills
- Ability to think outside the box
- Ability to work independently and in a team
- Good communication skills in German (as you need to write German Customer Emails)

### Application:

Please send an e-mail to [doris@tildi.com](mailto:doris@tildi.com) including

- (1) the CV & university transcript of each team member
- (2) your ideal start date, and
- (3) give us a short motivation statement, either in text or video format.

The deadline for applications is 15th December 2024. Feel free to contact us for any question you might have.