



# PROJECT STUDY IN COMMUNITY MANAGEMENT

## NUDGING EXPERTS WANTED

### STUDENTS (F/M/X)

connectz is an AI-backed management, booking, and tour service for bands and DJs. We take over admin tasks like calendar organization, creating contracts, or invoicing. Like a personal manager, our learning algorithms identify suitable events and write applications and contracts to get musicians on stage. We manage more than 600 bands and have received multiple awards, prizes, and funding, e.g., from Bavaria and the EU.

#### The project:

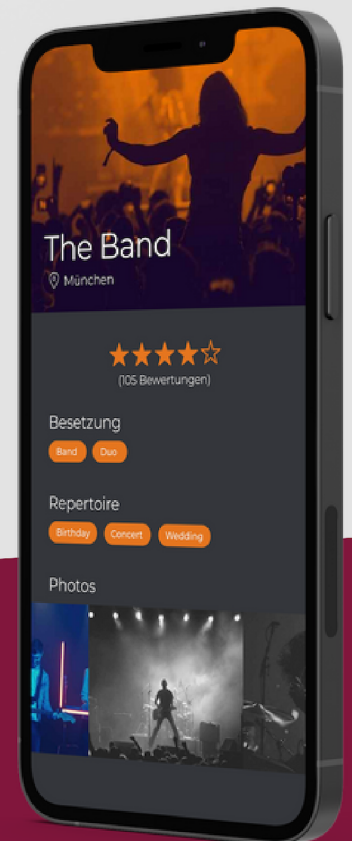
- Our artists can interact with each other - e.g. helping out a sick band member of another band or passing on gig requests that they cannot take themselves
- Your question now: How can we incentivize artists to engage in this community and value their efforts? Should they be nudged with virtual rewards, such as "best band" badges? Would they prefer a monetary reward, such as collecting "coins" in exchange for gifts?
- You identify possible options for reward You evaluate the artists' preferences, e.g. via a survey You set up a reward structure ready for implementation

#### Your profile:

- You have excellent communication skills, fluent in English and German.
- You have a founders mentality and you are motivated to learn new skills and try things in a self-directed way.

#### T&Cs:

- A project study (3-6 months) for your Master's
- Flexible start date & home office with meetings at TU Munich, working directly with the CEO.



We are a team of musicians, researchers, techs, students & young professionals who love live arts aiming to revolutionize the music & arts industry. If you are interested in doing your project study with us, send an e-mail to have a chat with Dr. Maximilian Blaschke ([max@connectz.com](mailto:max@connectz.com)).



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