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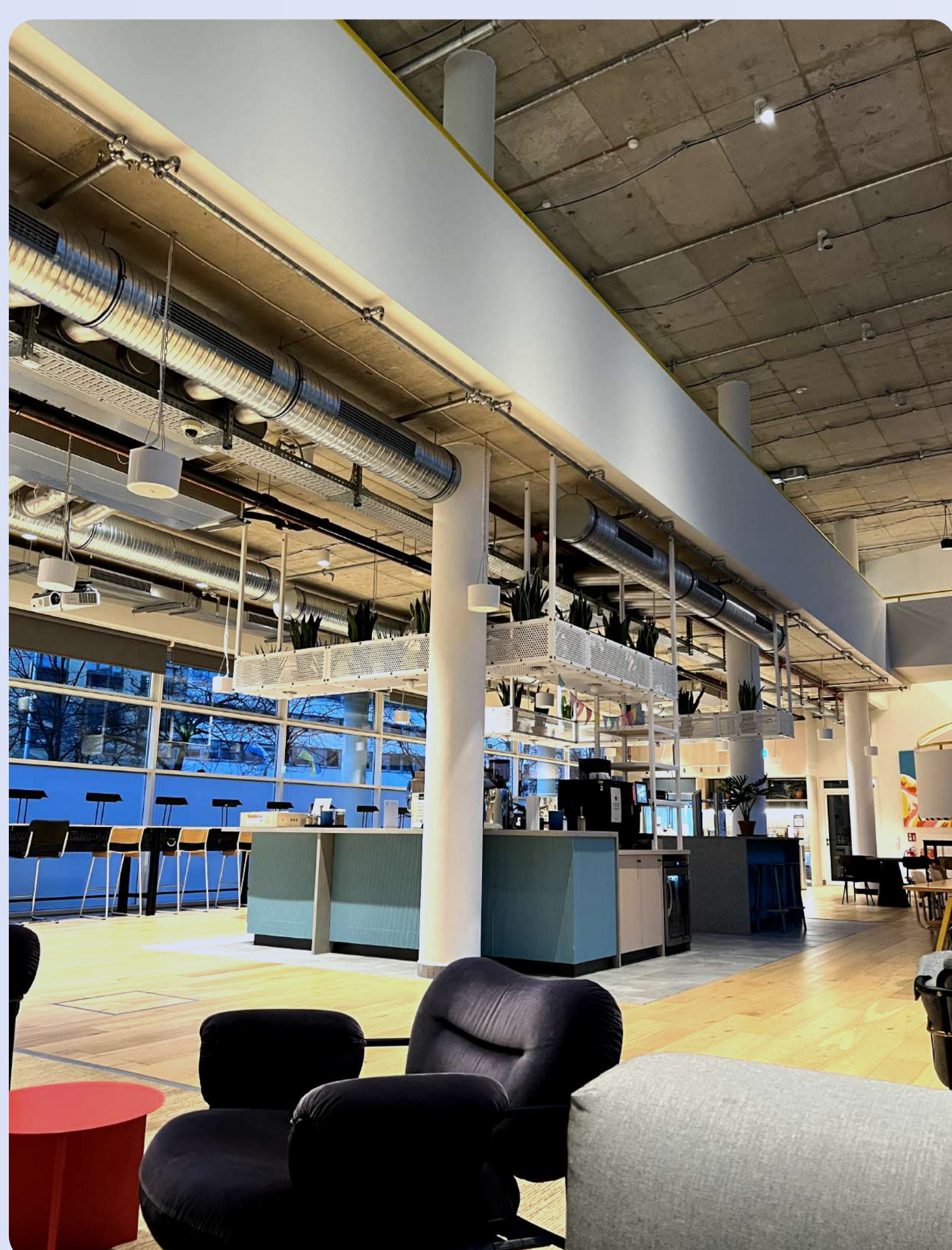
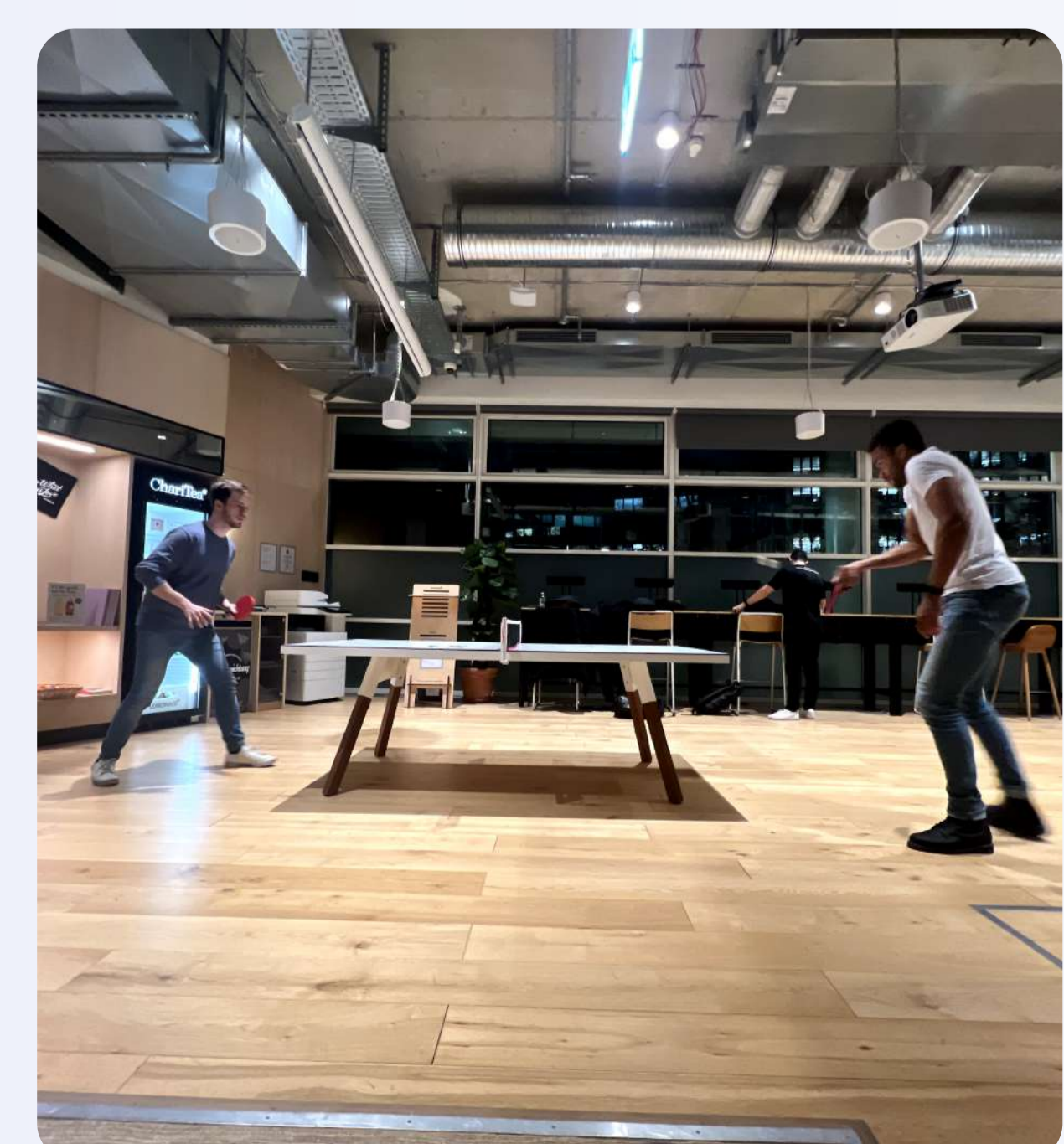
Project Study: Go-To-Market Strategy @ VC-backed HealthTech

About Adon

Adon Health is a vertically integrated digital healthcare provider that aims to bring the healthcare experience to the 21st century and rethink complex patient journeys radically patient centric. Our first focus is testosterone deficiency as part of our wider vision to become a provider for all kinds of therapies and preventive medicine in male health.

Life at Adon

At Adon, we're more than just a team. With us, every challenge is tackled with a collaborative spirit, and every success is a shared triumph. Whether it's strategizing by the chess board, celebrating milestones, or brainstorming over a meal, we make sure that working feels like hanging out with friends.



About the role

You will learn about everything that matters in an early-stage startup while managing our go-to-market strategy from conception to execution. This role offers a unique opportunity to contribute to the growth of a VC-backed startup, with tremendous learning and growth potential.

What you will do

- Develop and execute a strategy for our multichannel marketing & sales approach
- Take ownership of one of our channels to build its strategy and drive its growth
- Conduct market and customer research to understand industry trends and customer needs
- Analyze and report on the effectiveness of GTM strategies, providing insights for continuous improvement

To be successful in this role, you

- Are highly motivated to build a start-up from scratch
- Have a hands-on mentality and are willing to go the extra mile
- Apply critical thinking to evaluate the best potential outcomes
- Have great communication skills both internally and externally
- Want to work in a small and dynamic team of young people
- Are enrolled at TUM and available for 3 months full-time

What we offer

- Fair compensation for your work
- Real ownership and responsibility of our go-to-market activities
- The opportunity to shape Europe's first fully vertically integrated hormonal health platform
- Active participation in setting the strategic course of our venture-backed startup and coaching from two ex-McKinsey consultants
- Tremendous learning and growth opportunities in a dynamic, forward-thinking environment located in the heart of Munich (with the flexibility for remote work)

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