



Shape the Go-To-Market of a PropTech AI pioneer

We are offering an **engaging project study** opportunity for motivated students interested in diving deep into **Go-To-Market (GTM) strategies** and **applying them** in a real-world setting. The project study duration is 3 months for full-time participants or 6 months for those who prefer part-time involvement.

The project study

Scope & Content

- 1 Develop, test and validate go-to market strategies
- 2 Conducting customer interviews to understand their unique needs and how to meet them
- 3 Creating marketing materials to test these hypotheses

- ✓ Responsible tasks with a high degree of autonomy
- ✓ A steep learning curve, offering the chance to grow professionally
- ✓ Become part of us and work directly with and learn from the founding team

The benefits

Eligibility criteria

- You must be enrolled at the Technical University of Munich (TUM)
- Ideal candidates are teams of 2-5 students, at least one German speaking participant

About us

We are a well funded Startup founded in 2023. We use AI to boost energy efficiency and reduce carbon emissions in large commercial buildings by operating building technology in the most efficient way.

You will work with our **CEO Sebastian Weisel** (picture: left)
Feel welcome to contact him at any time:
sebastian.weisel@baind.de



Interested?

Submit your CV including a short motivational text, your ideal starting date and team setup to info@baind.de