



Go-to-market & Growth Hacking

Project Study

About Investoom

Investoom is a Munich-based market intelligence startup that provides AI-powered investment insights through social sentiment data, onchain data and financial data. Simply said, Investoom democratizes access to quantitative insights used by hedge funds but inaccessible to retail investors.

About the project

Your task will be to develop a sophisticated go-to-market strategy which includes the following:

- Identification of relevant traction channels based on the "Bullseye Framework" as well as research on how to master them successfully
- Analysis of competitor marketing strategies through funnel hacking
- Creation of an in-depth strategy on how to approach the channels
- Hands-on testing of the different traction channels e.g. through performance marketing

Your requirements

- Bachelor and master students from any semester
- Highly motivated and self responsible
- Basic knowledge about go-to-market & growth hacking is a plus
- First work experience (working student, internship) is a plus

Our offer

- Possibility to join a promising Fintech Startup early on if you excel at your work
- Close collaboration and exchange with the founders
- Fast learning curve and exciting insights in the Fintech industry
- Learn a structured approach on launching and growing ventures (Bullseye Framework)

Contact

Please reach out to the following mail address: