



**Projektstudium:
Power Facades:**

**Development of a market analysis and business case based on an open innovation project
on a sustainable facade concept with an integrated photovoltaic system**

About Knauf

Knauf is a multinational, family-owned manufacturer of building materials. The headquarter is located in Iphofen, Germany but also maintains a Digital Hub driving digitalization efforts based in Munich. Knauf generates over 10 billion Euro in sales from manufacturing construction materials for drywall construction, plasterboard, cement boards, mineral fiber acoustic boards, dry mortars with gypsum for internal plaster and cement-based external plaster and insulating materials but also glass wool, stone wool and other insulation materials. Its 35,000 employees work in over 86 countries around the world.

Your task

- Our goal is to develop a high quality, affordable, safe and sustainable solution for prefabricated integration of PV systems for renovation of roofs and facades
- This is why we need your help to understand the opportunity to expand our portfolio and test a new business approach, selling/leasing energy instead of selling facade elements
- Together with research institutes and PV manufacturers we are in the midst of the R&D process, your task is to understand the market (customer desirability), its size and attractiveness (business case)
 - Customer desirability: who will be the customers and purchase decision makers, what are they willing to pay? Validate initial hypotheses with customer interviews
 - Market size: what are attractive markets to enter?
 - Business case: Based on the above-developed insights, develop a business case for Knauf. Plus: How might an attractive open innovation setup look like with different partners?

Your profile

- You should be a team of 2 to 5 students in your Bachelor or Master studies
- You should be ready to start this project study in Winter Term 2021/2022
- You should have solid German and English skills as well as analytical knowledge
- You are pragmatic, motivated, and passionate

Your benefits

- Work closely together with experts from Knauf's different entities, driving digital projects throughout the organization globally
- Get first-hand experience to understand how manufacturing firms implement new initiatives
- Work independently in a project-based setting with continuous support by Knauf experts
- Gain a head-start at beginning your career at Knauf

Your application

Please direct your team's application (including a joint cover letter, CVs, transcripts and relevant references) to Andreas Kronthaler, your point of contact at Knauf, and Marc Mehrer at the Chair of Management Accounting. Feel free to reach out in case of any questions. We are looking forward to your application.

- Andreas Kronthaler (andreas.kronthaler@knauf.com)
- Marc Mehrer (marc.mehrer@tum.de)