valuemize
PRODUCT LIFECYCLE COSTING PLATFORM

Project Study in GTM-Strategy + Business Development

About valuemize

valuemize (B2B-SaaS) empowers manufacturing companies to build more **profitable and sustainable hardware products**. Our **Product Lifecycle Costing Platform** consolidates scattered data into a single source of truth, automates non-value-added tasks, and uncovers up to **20% cost and CO_2 savings potential**. We enable **fact-based decisions** throughout the product lifecycle – making hardware companies more successful. More on valuemize.io

About the Project

📌 **Context:**

- valuemize is entering the market with a unique SaaS solution for cost & carbon transparency in manufacturing.
- To accelerate growth, we are refining our **Go-to-Market (GTM)** approach and strategic positioning.
- We're seeking smart minds to **support our early growth journey** and help shape our communication and business development.

🎯 **Jobs-To-Be-Done:**

- **Develop a GTM strategy**: Define key personas, target segments, and messaging across the funnel.
- **Positioning & Content Strategy**: Craft compelling value propositions and content formats tailored to our user groups.
- **Business Development Enablement**: Research target accounts, identify entry points, support with outreach experiments.

📊 **Expected Deliverables:**

- **GTM Playbook**: Target personas, customer journey mapping, messaging framework.
- **Content Pack**: Positioning guide, blog/LinkedIn post templates, email sequences.
- **Growth Dashboard**: Overview of business dev KPIs, learnings from outbound campaigns, experimentation log.

🚀 **Project Team:**

- Passion for **tech, startups, and B2B-software innovation**.
- Background in **management, marketing, TUM-BWL, or engineering with business interest**.
- Strong communication skills and hands-on mentality – we value people who take ownership.

Why join us?

🎓 **Learning**
Work directly with the experienced **founders** and gain **first-hand insights into building a B2B SaaS startup from 0**. Your work directly shapes our GTM direction.

🌍 **Network**
Connect with **industry experts** from our network (McKinsey, Daimler, A.T. Kearney, Philips, etc.) and get exposed to real-world manufacturing and tech insights.

💡 **Ownership**
You'll take responsibility from Day 1. We trust you with real tasks that move the needle – and support you to deliver them.

Application

- **Start date**: Flexible from May 2025 – Remote or on-site in the MUCL possible.
- **Team size**: 2–4 students (solo applications welcome).
- **Apply via email to**: michael@valuemize.io with:
  - A short motivation: Why you & why this project?
  - CV(s) and short description of relevant experience.