

## Project Study

# **Business Development: Go-to-Market**

## **About tacto**

We are a Munich-based startup building intelligent software for procurement, founded by a tech-driven team from CDTM & TUM that values diversity and curiosity in our everyday work.

At tacto, we believe that the next wave of technical progress will reshape the industrial world. Procurement is the biggest value-driver in industrial organizations while its complexity in terms of requirements and supply chains is ever-increasing. Supported by tech leaders and investors such as UVC, Visionaries Club and the founders of Personio, GetYourGuide, Forto & NaturalMotion, we have grown rapidly from a team of 3 founders to an international team of 12 people. Now we are looking for motivated project students that want to help us grow.

## **Your Project Study**

You will develop a go-to-market strategy for a new target customer group (e.g. chemicals, automotive, plastics) that we are evaluating strategically for further growth:

- Step 1: Conduct detailed analyses of market developments, target groups and competitors
- Step 2: Drive customer discovery and interview relevant stakeholders to validate customer hypotheses
- Step 3: Evaluate potential pain points, value propositions and acquisition channels

At the end of your project study, you will help the founders make a decision to enter the market based on your strategy.

## **Why us?**

You will have a direct impact on our organization and product while working closely with the founders in a rapidly growing tech-startup:

- We value your commitment, drive, and willingness to learn more than a certain badge
- We give honest and direct feedback to make sure we are continually improving
- We are an internationally diverse organization (5 nationalities) and enjoy exploring new perspectives

And most importantly: We enjoy our time together and build an environment where everyone feels comfortable!

**FULL-/ PART-TIME | 2 - 3 STUDENTS**



 If you are interested in the project study, shoot me an email to [andre.petry@tacto.ai](mailto:andre.petry@tacto.ai). You can also find out more about tacto on our jobs page: [www.tacto.ai/join-us](http://www.tacto.ai/join-us) 