Use-Case Identification and Go-to-Market Strategy for Deep Tech Low-Code TUM Spin-off - Project Study

About DriotData

DriotData is a deep tech spin-off from the TUM, which offers low-code programing and automated data analytics in a single web-based environment to allow the creation of smart Internet of Things (IoT) services by end-user programmers and citizen data scientists. The USP of DriotData is the fully automated code generation for the entire distributed systems, running on the cloud and on the edge devices, with diverse hardware and software platforms, programing languages, communication protocols, and AI technologies.

About your project study

- Search for the most impactful industrial applications for large-scale IoT systems
- Take full ownership of conducting market research and interviews.
- Identify different use-cases and different stakeholders
- Help the team in making a decision on which industry to invest in it further
- Develop the Go-To-Market strategy for the selected industry & use-case

About you

- Curious and excited about industrial deep tech and its applications
- You are highly motivated and willing to thrive in a dynamic and creative environment
- Prior experience in market analysis and customer discovery process is a plus

Why us?

- Be part of the founder's journey
- Get first hand experience on how to evaluate a business in an applied use-case
- Learn about the general concepts of Low-Code, AI and the Internet of Things

The start date is at your earliest convenience!
Please get in touch as an individual or part of a group with
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