



ABOUT RENTCARD

Rentcard is a fast-growing tech startup from Munich with the vision to revolutionize rental applications with fast, fair, and data-driven technology for a more equitable housing market. We develop proprietary software for submitting and evaluating application data instantly, with GDPR as a core principle to shift data control and transparency to the tenants. Our solution drives fairness and efficiency for tenants, agents and landlords in Europe and beyond. We are a team of serial entrepreneurs and tech veterans, being landlords and tenants ourselves and passionate about making the tenancy process as easy as booking a hotel.

PROJECT STUDY

We are looking for a project study team (up to 3 students) in full- or part-time to support us in developing an AI-based online marketing strategy. Following the goals of branding and lead generation in a greenfield setting, you need to cover the following areas:

- **Content Marketing:** Develop a strategy for content creation for the company website/blog and social media channels using best practice AI tools like Chat-GPT
- **No-code application building:** Develop a strategy for lead generation building a lead magnet with best practice no-code tools and test and optimize it for conversion
- **Process Automation:** Be creative and develop a strategy for automizing the process of content creation, distribution and lead generation

WHAT WE OFFER

- You are part of a fast-growing early stage startup and work closely together with the lead customers and the two founders (two TUM/WHU alumni w/ combined 20+ years experience of venture building, scaling and Tier 1 strategy consulting)
- High self responsibility and strong influence on the company strategy
- Office in the heart of Munich (within Munich Urban Colab)
- High flexibility in working hours, remote / home office possible
- Mentoring from the founders and introductions to the Munich and Germany-wide start-up ecosystem
- Supervision from the Chairs of Entrepreneurial Finance
- Opportunity to continue with us on our journey after your project study

If this sounds interesting to you, send your CV plus a short motivation statement to hendrik@rentcard.id or reach out to +49 89 41209631 in case of questions.

We are looking forward to meeting you!