

PROJECT STUDY AT ARCTIS AI

Business Development: Go-to-Market

About us

Arctis AI is an AI-native contract management platform for the construction industry. We are backed by EWOR (Europe's Y Combinator) and advised by experienced industry experts.

Construction is one of the largest yet most under-digitalized industries, with huge inefficiencies and risks hidden in contracts. We believe AI will fundamentally change how contracts are managed, and we are building the platform to lead that change.



EWOR



VENTURE
LABS

UNTER
NEHMER
TUM

KEY FOCUS AREAS

You will help us with our go-to-market strategy to accelerate Arctis AI's growth in the German construction sector:

- **Market Strategy & Positioning:**
Research the construction market, identify key resources, and develop a customer acquisition strategy.
- **Revenue & Customer Growth:**
Drive market growth by working on customer personas, crafting value propositions, and executing outreach campaigns to win and retain clients.
- **Partnerships & Strategic Alliances:**
Identify high-value partnerships and brand-building opportunities while targeting key customers.

WHY JOIN US?

You will have a direct impact on shaping the go-to-market strategy of an early-stage, fast-moving tech startup:

- Work closely with the founders and contribute directly to strategic decisions
- Gain deep industry insights in construction tech, B2B SaaS, and AI product commercialization
- Experience the startup environment first-hand, from strategy to execution
- Be part of a young, ambitious, and supportive team aiming to disrupt a massive industry

We value initiative, drive, and curiosity. If you're motivated to learn and ready to take ownership, you will thrive with us.

2-3 full-time/part-time students

- General Info:**
- **Semester:** Summer 2025 / Winter 2025
 - **Location:** TUM Venture Labs for Built Environment
 - **Language:** English

How to Apply: Reach out to us with your CV at dila.ekrem@arctisai.com