



Project Studies:

Business Model Validation and Product-Market Fit

What is it about?

We are building a **next-generation mobile sensing platform** for psychological and clinical research. The core of the project is a mobile app that collects and processes **behavioral, movement, and sensor-based data** via smartphones and other electronic devices. The platform is designed to support **clinical studies, psychological research, and data-driven health applications**, in close collaboration with academic partners.

For this project study, you will work on a **true greenfield challenge**:

- How does the **current market for mobile sensing and digital health research tools** look like?
- What business models make sense?
- Which **funding opportunities** exist (e.g. EU, public research grants)?
- How could a **go-to-market strategy** for a white-label research platform look like?

Who are we?

We are **two founders with strong technical and entrepreneurial backgrounds**, currently founding a new company in the field of **mobile sensing, psychological research, and AI-driven data systems**.

Over the past **two+ years**, we have already built and operated a profitable software company, delivering complex software solutions and products for startups and research-driven organizations. Through this work, **multiple products have emerged**, giving us hands-on experience in: Product development from zero to launch, Startup operations and scaling, AI, machine learning, and modern data pipelines. Both of us come from **computer science / engineering backgrounds**, are highly hands-on, and believe strongly in *building first, iterating fast, and learning from real-world feedback*.

What can you expect from us?

- Get honest and valuable feedback on your work
- Guidance and help regarding every step in the project
- Getting insights how an early stage startup works

What else?

- Starting time: Anytime, preferably mid-March
- 2 - 4 people, flexible
- Home office, 1-2 weekly meeting in our office (Leopoldstraße)

Please direct your team's application (cover letter, CVs, transcripts) to leon@theolabs.xyz.

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