

Market Viability & Customer Insights for EquiFriend

About Us

EquiFriend is an early-stage equine health-monitoring solution designed to help horse owners care for their animals even when they are not at the stable. Our product captures vital parameters and behavioral patterns and translates them into meaningful insights through a user-friendly app. The goal: combine comfort, safety, and data-driven empathy to support proactive horse care.

Project Objective & Description

The aim of this project is to evaluate the market readiness, customer interest, and adoption potential for EquiFriend. Students will systematically explore the industry, validate usage assumptions, and identify the key drivers that determine whether horse owners, breeders, riding schools, and veterinarians are willing to integrate a health-monitoring into their routines.

Possible Guiding Questions

- How ready are horse owners, stables, breeders, veterinarians, and riding schools to adopt wearable sensor technology?
- What problems are most pressing today, and how likely are customers to pay for a monitoring device?
- Which assumptions behind the product concept are accepted or rejected by potential customers?
- What concerns exist (e.g., comfort, data reliability, false alarms, price)?
- Which customer groups should EquiFriends initially target?
- Which channels, partnerships, or trial formats could accelerate trust and adoption?

Student Tasks

- Market & desk research on equine industry segments
- Benchmark analysis of monitoring/wearable solutions
- Conduct interviews with horse owners, stable managers, veterinarians, breeders, trainers
- Analyze qualitative data and extract insights
- Validate core product hypotheses and willingness-to-pay
- Develop a customer insights report and strategic recommendations
- Optional: personas and customer journey mapping

Project Scope & Conditions

- Duration: 3 months full-time or 6 months part-time
- Team size: 2–4 B.Sc./M.Sc. students
- Start date: Flexible

- Work mode: Hybrid (Munich/remote), willingness to visit horse owners in the Munich area
- Deliverables: interim presentation, final report, interview documentation, segmentation analysis

Student Profile

- Studies in Business, Consumer Science, Management & Innovation, Psychology, or related
- Interest in market research, customer discovery, or entrepreneurship
- Independent and structured working style
- Strong communication skills
- No horse knowledge required, but interest is a must!

What's in it for You?

- Hands-on experience in early-stage venture validation
- Real insights into building a hardware-plus-software product
- Opportunity to shape a real product used by horse owners
- Optional continuation in thesis or working student role
- Deep knowledge of qualitative methods and go-to-market strategy

Application

Please send:

1. Motivation statement
2. CV & transcript
3. Preferred start date
4. Whether applying alone or as a team

to: Michael.Gaigl@TUM.de