DOLFINOS is a Swiss start-up and known for our ingenious and smart solutions for musicians. We are convinced that musicians deserve the best equipment possible. Our products are innovative and revolutionary. We have more than 1000 happy users worldwide, ranging from children, amateurs, professionals, and world-renowned musicians. With our newest product we are now branching out and diversifying. The miniput—an ultra-lightweight stand—can also be used in other areas besides music, for example in the fitness and sports industry. We are looking for 2-5 students to support us in entering new markets.

YOUR TASKS
Your task is to develop a business development strategy for a specific industry. This task includes the following:

- Market analysis
- Conceptualize and implement a compelling marketing strategy
- Define a business development strategy tailored to "your" industry
- Identify market participants and potential business customers (B2B only)
- Approach business customers, incl. cold calls, and cold emailing (B2B only)
- Set up KPIs and track them accordingly

YOUR PROFILE
- Group of 2-5 students
- Enrolled in the Bachelor’s or Master’s program Management and Technology
- You have a strong interest in developing a market for a new product from start to end
- You are communicative and love to talk to new people
- You take responsibility for your tasks and have a structured work approach
- You are a "doer" and looking for a hands-on experience
- English with business proficiency (German is an advantage, but not a requirement)

YOUR BENEFITS
- Responsibility and flat hierarchy
- Remote working
- Be part of something great!

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