



Go-To-Market Strategy for Pre-Seed Climate Tech Startup | 12 ECTS

About: HopfON, a growing pre-seed startup at TUM, is revolutionizing construction and agriculture through sustainable building materials. We develop and produce high performance, circular and carbon negative building materials out of residues of the hop industry. Our materials are climate positive and contribute to the reduction of waste as well as the conservation of natural resources. Do you want to have real impact and gain relevant work experience in business development and strategy at an award winning startup? **Join us at HopfON!**

Project Description: **Development of Go-To-Market Strategy**
HopfON invites you to participate in the development of a sound and well-thought through go-to-market strategy for an early-stage climate tech startup. Comprising both theoretical and practical segments, this project offers an excellent opportunity to apply creativity, analytical thinking and business tools in a real world scenario. Students can embark individually or collaborate in a team of 2-5 members.

Project Tasks and Goals:

- **Technology Management:** Understand our current tech stack and its main benefits.
- **Design Thinking:** Create personas of potential target customers and define their pain relievers based on interviews.
- **Human-Centered Design:** Assess how our technology can help to solve the problems that have been identified and test your assumptions.
- **Business Modeling:** Determine appropriate markets and identify a viable business model.
- **Analysis:** Apply business management tools to evaluate the most promising use cases.
- **Documentation and Presentation:** Compile a comprehensive report outlining your findings and recommendations for market entry and expansion. Present your results to the founders.

Requirements for Students:

- Major in Management/Architecture/Civil Engineering/Design or a related field
- Ability to work independently and as part of a interdisciplinary team
- Strong communication skills in English or German
- Proven analytical and problem-solving skills
- Experience in managing projects and/or proven academic excellence are beneficial

At HopfON we know exactly what it means being a student at TUM. This is why offer the opportunity to work on a real-world problem and have a positive impact with your actions while making sure you get the study-life balance you need. If this sounds like the opportunity you have been waiting for - apply via email attaching your CV and stating in 10 sentences why you want to join!

Questions? Reach out!
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Please send your application to:
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