

Go-To-Market & Sales strategy for a B2B Ed-Tech Start-Up



About Skillfit

We want to become the number one upskilling provider for SMEs. Skillfit offers an holistic solution that combines a streamlined learning and development service with a digital learning platform. We are looking for ambitious students to join our well-funded venture, which is run by experienced entrepreneurs and operators.

Project description

Join an energetic team of 2-5 students whose mission is to support our company in defining suitable use cases across diverse industries and pinpointing valuable leads. This team will play an important role in the Go-To-Market of our service and will gather actual hands-on experience in the launch of a promising product.

Tasks & Goals

- Research different learning use cases for various industry and department verticals
- Identify and analyze potential sales channels
- Assist in identifying relevant leads in different industries
- Develop engaging sales presentations

Your Benefits

- Get a deep insight in a well-funded and aspiring B2B Ed-Tech Start-Up
- Collaborate with and learn from experienced entrepreneurs
- Develop your hands-on commercial skills in a professional context
- Flexible & remote working environment

Your Profile

- Enrolled in a Bachelor or Master program of Management or Technology at TUM
- Prior experience in consulting and/or startup environment is strongly preferred
- Passion for Ed-Tech is an advantage
- Proactive, analytical, and a strong team player with excellent communication skills

Are you interested?

Please submit your CV along with a brief statement (2-5 lines) outlining your motivation for joining this project: lukas@skillfit.io