

Project Study at a sustainability start-up (f/m/x)

Who we are.

Wannatree is an early-stage start-up with a mission to enable everyone to make a positive impact on our planet quickly, easily, and at no cost. This is achievable as our local and online partner shops finance the planting of trees for purchases exceeding a certain amount, benefiting the environment and enhancing customer loyalty. Furthermore, our partners are featured on our platform and mobile app, allowing them to showcase products on our product marketplace to attract new customers.

What we are looking for.

Our partners already offset CO₂ every day. Our current focus is on scaling our platform to achieve a significant impact on our climate. We are seeking dedicated **Bachelor or Master** students to join us in this mission and do their Project Study with us. Remote working is possible.

The available topics are:

A) Business Development

- 🌱 Research potential target customer groups and business development strategies
- 🌱 Define and test a distinctive goal-based business development strategy for Wannatree

B) User and Customer Need Research

- 🌱 Conducting qualitative research to identify open needs of our users and customers
- 🌱 Collaborate with our software engineers to prototype functions that address these needs

C) Identification of relevant grants and tenders

- 🌱 Identify relevant opportunities for government grants and create applications
- 🌱 Explore sustainability-related competitions and tenders for potential participation



What we offer.

Join an early stage start-up with the mission to fight climate change in a creative way. You will be able to develop and implement your own ideas and see the results within our real user base. You can closely collaborate with founders and contribute to the growth of a young company.

Next steps.

If you are interested, please send us your CV, transcript and a short (!) note stating in what topic and why you are interested. Please include if you apply individually or as a team. Contact: janick@wannatree.de

