

Sales & Go-to-Market Project Study

Munich (Hybrid)

We are Arcadia:

Arcadia Network is a EXIST funded vertical HR-tech startup that turns open-source data into actionable talent intelligence: an AI OSINT platform that helps executive search firms find top leaders, and a matchmaking product that connects pre-vetted senior talents with high-impact roles.

Track 1: Building Sales & RevOps Pipeline:

To succeed here, you need more than just enthusiasm. You need tools.

- You will analyze the market and design a Go-To-Market playbook that uses AI to find opportunities others miss.
- You will build from the ground up. Precision targeting, strategic outreach, and qualified meetings.
- Thrive across all channels: Email, Social, and Voice. You embrace the hustle. Where others see rejection as a roadblock, you see it as a stepping stone.
- Treat every client as a unique case. You perform deep pre-call analysis to craft the precise questions that unlock their specific requirements.
- Maintain a clean and disciplined CRM to ensure no opportunity is missed and every next step is clear.

Track 2: Building Media Engine:

Your Core Focus:

- **Content GPS:** Implementing a "Write Once, Distribute Everywhere" system to maximize reach.
- **Audience Ownership:** Moving users from passive social scrolling to active email subscribers.
- **Editorial Precision:** Translating complex market trends into clear, compelling narratives for seniors.

The Tasks:

- **The Newsletter (The Core):** You will draft, edit, and publish our weekly "Alpha" digest. You turn raw intelligence into readable insights, ensuring high open rates.
- **Repurposing (The Multiplier):** You will take one core newsletter and slice it into 3–5 high-performing LinkedIn posts and Twitter threads.
- **Growth Analytics:** You will track the metrics that matter (Open Rates, Click-Throughs, Subscriber Growth) and iterate based on data.
- **AI Workflow:** You will leverage AI tools (ChatGPT, Claude, Perplexity) to accelerate research and drafting, proving that human creativity + AI speed is the future.

What you get:

- You will earn **12 ECTS** credits at TUM.
- Exclusive access to TUM Incubator, entrepreneurial coaching, and workshops.
- Network with industry leaders, founders, and senior tech professionals.
- If you prove yourself, you don't just get a grade, you get a future with us.

Key Facts:

- 6 months part-time (approx. 20 hours/week) or alternatively, 3 months full-time.
- Ideally 2–5 Master's students, but individual applications are also welcome.
- Project can start immediately or upon agreement. Latest possible start: 15 April 2026.
- **Application:** Send your CV and a short motivation statement to talent@arcadianetwork.io



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