




Project Study: Growth Hacking & Product Marketing with B2B AI SaaS Healthcare Startup


Are you passionate about the entrepreneurial ecosystem and curious about how startups grow and scale? If so, this project study offers a unique opportunity to be part of the early-stage journey of a promising B2B SaaS healthcare startup. You'll gain invaluable hands-on experience in shaping a company's growth trajectory, poised to make a significant real-world impact while contributing to its marketing and growth strategy from the ground up.


We are a tech startup based in Munich, building an end-to-end platform for the certification of medical products, thus impacting the lives of millions of patients. Founded by a diverse team from Manage & More and TUM that values diversity and curiosity in our everyday work, we're committed to creating tangible real-world impact and shaping the future of the healthcare industry.


We are co-innovating our product with our first customers and are therefore looking for support in **Growth Hacking and Product Marketing**. As a key team member, you'll have the unique opportunity to actively contribute to developing growth strategies, drive innovative product marketing efforts, and collaborate closely with the founding team in shaping the company's future. Your insights and actions will directly influence our success, giving you a front-line role in our exciting growth journey.


Your benefits


 **Secure TUM supervisor & ECTS:** Thanks to our university network, your academic supervisor at ERI is already assured, which grants you the ECTS for your project study.

 **Collaborative and dynamic team environment:** Be part of a diverse, fast-paced startup where your ideas are heard, valued, and implemented. You'll work closely with an energetic team of innovators who thrive on collaboration and creativity.

 **Hands-on, impactful experience:** Apply your skills in marketing, sales, and growth hacking to real-life challenges, working on strategies that will shape the future of a healthcare SaaS startup. Gain insights into growth strategies within regulated industries and build outstanding expertise.

 **Direct involvement in startup growth:** Immerse yourself in the entrepreneurial ecosystem with direct exposure to the inner workings of a high-growth startup. You'll have the opportunity to interact with founders, engage in strategic decision-making, and see the direct impact of your efforts.

 **Tailored learning opportunities:** Deepen your knowledge of regulated industries, product marketing, and growth hacking while honing critical skills such as data-driven decision-making, customer acquisition, and digital marketing.

 **Make a real-world difference:** Contribute to the healthcare sector by working on a platform that can potentially improve patient outcomes. Your work will have a meaningful impact on both the startup and the industry as a whole.

Your goals


The core objective of this project study is to **analyze, implement, and optimize** tailored **product marketing and growth hacking** strategies for a B2B SaaS startup operating within the regulated healthcare industry. Your contribution will focus on the following key work packages:


- **WP1:** Analyze and select the most effective product marketing and growth hacking strategies suited to the unique needs of a B2B SaaS startup in a regulated environment. Potential channels include the company website, SEO, social media, webinars, and strategic partnerships.


- **WP2:** Implement the chosen strategies by developing and distributing compelling content, automating marketing processes, and leveraging analytical tools to measure engagement and performance.
- **WP3:** Assess the effectiveness of each strategy based on critical performance metrics such as lead generation, conversion rates, customer retention, and overall brand engagement.

By the end of this project study, you will support the founding team in making informed, data-driven decisions about which strategies to scale. You'll play an integral role in shaping the company's growth journey.

Your profile

 You'll fit perfectly if you study Marketing, Consumer Science, Management & Technology, or a similar field.

 We are searching for highly motivated, business-minded students who prefer to work in a structured and proactive way and have a growth mindset and an intrinsic motivation for learning.

 You have to be enrolled at the Technical University of Munich (TUM) and should be fluent in English, German is a plus.

How to reach us

The project study is offered in a **full-time (3 months)** or **part-time (6 months)** format for **2-3 students** with regular check-in meetings and milestones to track progress.

If you are interested in this project study, we kindly ask you to submit a **short motivation letter** outlining your qualifications, skills, and how your background aligns with the project, along with your **CV**. Please reach out to **Ece** at info@certhub.de.

We look forward to working with talented and motivated students who are eager to tackle this exciting challenge and help us drive our startup to greater success.



Certhub is an exceptional place that truly fuels our entrepreneurial spirit, allowing us to make meaningful contributions to addressing crucial issues in the healthcare market. As a project study intern at Certhub, I have had the invaluable opportunity to engage hands-on with numerous use cases, providing me with deep and practical insights into the field. The dynamic, interactive, and friendly environment at Certhub has been incredibly conducive to learning. It encourages us to take initiative and directly contribute to the business's evolution.

ECE OZDAG
Project Study Intern



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