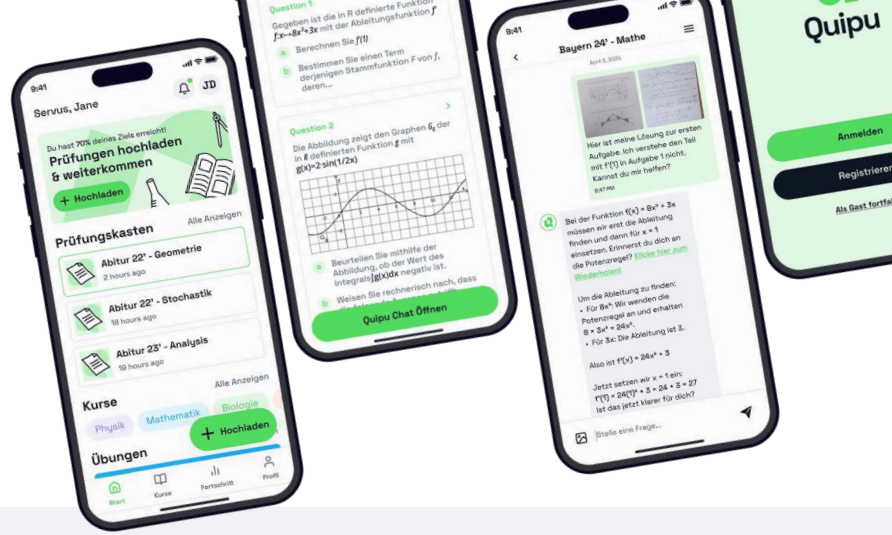




Quipu is a learning platform that works for every student! We are transforming Abitur preparation through personalized **AI-powered feedback**, ensuring every student receives the right support to succeed.



Project Overview

As our Project Study team, you will develop market and business strategies to drive Quipu's growth and help us secure sustainable positioning in the EdTech market. The project combines analytical research with creative strategy development.

Key Focus Areas

● Market Research & Analysis

Competitive Analysis

Market gaps and opportunities

Potential partnerships with institutions

● Go-To-Market Strategy

Customer acquisition strategy

Growth hacking approaches

Marketing channels and messaging frameworks

User Research and Experience Design

● Strategic Positioning

Positioning strategies against key competitors

● Business Model Refinement

Evaluation of current pricing model

Key metrics for business success

Requirements for students

We're looking for a multidisciplinary team of 2-5 students who are:

- Growth-oriented with interest in startup scaling strategies
- Creative problem-solvers passionate about education and technology

What We Offer

- **Real-world impact:** Your strategies will directly influence our product roadmap
- **Startup experience:** Work closely with our founding team
- **Future opportunities:** Potential for continued collaboration/employment



Felix

Senior Software Engineer



Emek

AI Engineer



Damla

UI/UX Designer



Please send your CV, which project you're interested in and a brief note highlighting your relevant experience to hello@quipulearning.com

You can apply as a **team of 2-5**, or as an **individual** 😊