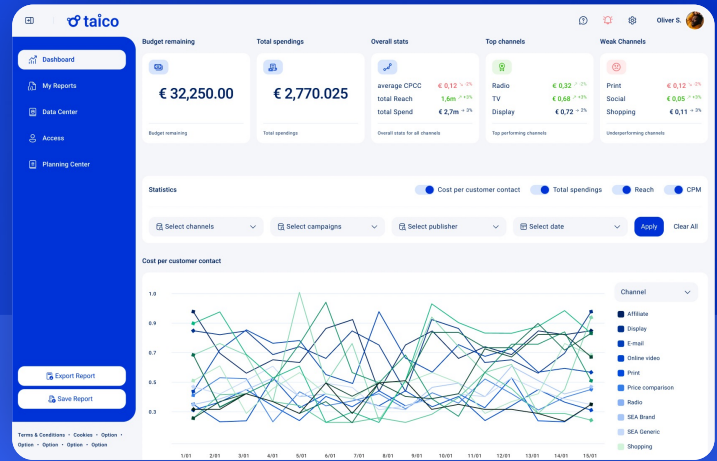




IDP at taico



Interdisciplinary Project at taico

As a Master student in Informatics you can complete your IDP (Interdisciplinary Project) at the TUM ERI (Entrepreneurship Research Institute) in a start-up. By working with us you will gain insights into the process of developing an idea and starting a company. You will work closely with the founding team solving tech-challenges in an early-stage start-up and participating in designing our tech stack.

What we do

At taico we are developing not just another Marketing-Tech-Tool. We want to build a single-source-of-truth platform empowering marketing decision makers of companies to optimize their advertising spend across all channels and significantly increase company revenue. Our platform puts advertisers back in control – for the first time in one system, from data input to business success - across all channels, from classic like TV to digital like Search.

Data Management, Analysis and Data Science

Your Tasks

- Prototype development of data driven applications for media analytics
- Data warehouse management on Google Cloud with productive Data Pipelines and Services
- Support implementing decision logics & predictive analytics models using ML e.g., TensorFlow
- Deep dive into advanced analytics and machine learning
- Train on the newest low code tools e.g., Y42 to improve the quality & quantity of data streams

Your Background

- Strong skills in data analysis and visualization with Python, R, SQL
- Experience in Cloud based application ideally in GCP
- Knowledge in Digital Marketing or Marketing Data is a plus
- You share the vision in innovation in digital services and new technologies
- English fluent, German is a plus

Our Team



Yvonne, Business & Finance
Graduate Management & Technology (TUM), Manage and More Scholar



Alexander, Product Strategy
Top-level marketer for multinat. companies
MarTech & Analytics enthusiast.



Andrei, Engineering
Software Consulting Entrepreneur & Managing Partner



Matthias, Strategy & Partnerships
Serial Entrepreneur, Industry Leader and extensive Network in Media, Serial Board Member

If you are looking for exciting tasks in direct collaboration with a motivated founders team, good vibes and a beer or two after work 🍻 send us your CV to people@taico.io – you can apply as a team or individual (and we will assemble the team)

Looking forward to getting to know you!