



Project Study: Cracking Go-To-Market with an AI-based, early stage B2B SaaS Startup

VoiceLine is an early-stage, venture-backed tech startup based in Munich that's creating a new category of intelligent, async voice for millions of professionals.

At VoiceLine, we're committed to giving our users more freedom at work, helping individuals and teams make better decisions and perform better overall. We're committed to creating an environment that includes everyone, and we value different personalities. We offer growth opportunities for everyone who seeks them.

And as part of our team, you'll have the chance to be directly involved in business development, company building, and customer interaction.

The Mission 🚀

As part of a Project Study Group, you'll be responsible for proactively creating and executing various channels as part of our early-stage go-to-market efforts. Your main responsibilities together will include:

- **Optimizing and executing outbound sales funnels:** Identifying and targeting potential customers through various channels, such as email, phone, social media, or advertising, and improving the efficiency of the sales process, such as by automating certain tasks or creating personalized sales pitches for different personas.
- **Developing compelling case studies:** Working closely with early customers to understand their experiences using VoiceLine and creating case studies that showcase the benefits of the product. This may involve conducting customer interviews, gathering data on product usage, and crafting narratives that highlight how VoiceLine has helped customers achieve their goals.
- **Creating and driving inbound sales and marketing funnels:** Creating content and marketing campaigns that attract potential customers to VoiceLine. This may include creating blog posts, social media content, whitepapers, or webinars that showcase the benefits of the product and educate potential customers about the problems it solves.
- **Defining and executing our partnership strategy:** Identifying potential partners, such as other technology companies or industry organizations, and creating partnerships that help promote VoiceLine and expand its reach. This may include

creating joint marketing campaigns, integrating VoiceLine with other software products, or co-hosting events.

- **Suggesting and implementing key processes and tools to scale VoiceLine as an organization:** Identifying areas where VoiceLine can improve its operations, such as by automating certain tasks, creating new team structures, or implementing new software tools. The goal is to create a scalable organization that can grow quickly and efficiently as VoiceLine expands its operations.

Requirements 🧐

- Highly motivated, business-minded students, energized by working with people, and willing to go the extra mile to make customers happy and create a positive impact for the company.
- Prefer to work in a structured, independent, and proactive way.
- Should have an insatiable thirst for learning and personal growth and be a strong team player who can collaborate effectively with different internal and external stakeholders.
- Fluency in German and English is required.

Please note: you have to be enrolled at Technical University Munich (TUM) for this position. This is not a working student position.

What You'll Get ✨

What can you expect from your time at VoiceLine? For starters, you'll have a lot of ownership and responsibility, giving you valuable experience in an early-stage startup company. You'll also work closely with our experienced Founder Team (ex-McKinsey and Ex-Personio) and especially our CEO, giving you the chance to make a real impact on our company's growth and success.

But that's not all. We also offer:

- An open atmosphere where each and everyone can be themselves. We also celebrate an obligation to dissent, so we expect you to speak up and share your thoughts on potential improvements of what we do every day here at VoiceLine.
- A quality-driven environment, flexible working hours, regular pizza nights, free beer, coffee, mate, and all the other goodies at the office.
- Workout Sessions during lunch break with a very active gym crew if you like.
- A unique opportunity to participate in a very steep learning curve, overcoming challenges and celebrating wins with our team.

Apply Now! 🎯

So what are you waiting for? Apply now by reaching out directly to our CEO Nicolas at nicolas@getvoiceline.com 🙋