

Project study:

Implementation of a marketing strategy

Company background

Mintech is a young, dynamic company that specializes in helping businesses bring their innovative ideas to life. Founded by three entrepreneurs from TUM, our team of around 10 employees is passionate about prototyping and turning innovative ideas into reality. We are proud to have worked with one of the biggest names in the industry, BMW. Our latest project, the BMW iX Flow featuring E Ink, showcases our expertise in prototyping and our commitment to pushing the boundaries of what's possible.

Currently, we are seeking ambitious students to join our marketing team and implement our strategy. You will have the opportunity to work on a variety of projects including the organization and execution of an internal prototyping workshop, the setup of social media channels and public relations, content creation and the redesign of our website.

Your profile

- Team of 2 to 4 students in Bachelor or Master studies enrolled in Management & Technology (or a similar field)
- Excellent analytical and problem-solving skills
- Background or interest in marketing (e.g., Website, Social Media, PR)
- Agile mindset with strong communication skills in German and English
- Motivated, independent, and target-oriented work approach
- Project duration: 3-6 months (full-time or part-time), start as soon as possible

Your benefits

- Flexible working hours and location (office in Garching or remote)
- Regular support and mentoring by the founders
- Join a motivated, young team with hands-on mentality (no bare theory!)
- Get insights in events, prototyping, and tech

Your application

If you're passionate about prototyping, love problem-solving, have a creative mindset and want to be part of a team that's shaping the future of innovation, we would love to hear from you.

Please direct your team's application (including a joint cover letter, CVs and possibly a short summary of previous accomplished projects) to Max and Bianca (project-study@mintech.de). Feel free to reach out in case of any questions. We are looking forward to your application.