

Build the go-to-market engine

We have pilots. We have proof. Now build the engine that turns them into a repeatable motion.

Projektstudium or internship

2 to 5 students

3 to 6 months

Full or part-time

Munich

Start ASAP

We build **KAI**, an AI office employee for skilled trades. It writes quotes from a voice note, keeps every customer message in one place and plans who works where. **7 pilot companies use it today.** The product works. What we do not have is the engine that turns pilots into a repeatable sales motion in a traditional, hard-to-reach market.

Research question. Which channels actually reach a market that runs on guilds, referrals and personal trust, and what does a customer cost in each of them? You build the system and the evidence. **We run the partner conversations.**

What you'll do

- ✓ **Channel strategy and experiments:** guilds, chambers, trade fairs, manufacturer and wholesale partners.
- ✓ **CRM and funnel.** Set up outbound and tracking so we see what works instead of guessing.
- ✓ **ICP prioritisation.** Which trades, sizes and regions convert fastest, on our real pilot and CRM data under NDA.
- ✓ **Unit economics:** cost per channel, sales cycle length, what a pilot is worth over time.
- ✓ **Competitive analysis** and positioning.

What you gain

- ✓ **Real ownership.** You work directly with the founders on a live go-to-market, not a case study.
- ✓ **Real data:** live pilot customers, a real funnel, real objections.
- ✓ **An untouched market.** Skilled trades are barely digitised. Most of what you find is new.
- ✓ **Founder access.** Weekly with Leon and Paul, no account-manager layer.
- ✓ A path to a working student role if it fits both sides.

What you bring

- ✓ Business, business informatics, industrial engineering or similar.
- ✓ Analytical and systems-minded. You have built or run something scrappy before.
- ✓ Hands-on with tools and data. You use AI tools in your daily workflow.
- ✓ German helps for the market, English works for the team.
- ✓ You want to talk to real customers, not only read about them.

HOW WE WORK

Radical ownership from day one. No fixed job description, you own outcomes.

A live product with real pilot customers, not a lab hypothesis. You never start from zero.

Honest deal: unpaid, but you sit next to the founding team and own real outcomes.

APPLY

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One PDF with your CV, transcript and a short motivation.



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