

# Project work for market analysis

## About us

We are Muniqo Performante, an upcoming start-up that reached the 3rd place at the TUM IdeAward 2023.

We want to give you an opportunity for your project work.



## What is our project?

Springs and dampers play a much bigger role in today's world than it might seem at first glance. The best-known applications of such spring-damper systems are found in vehicles. However, they do not only play an important role in vehicles, but also in robotics, building, production, medical and measurement technology, in hyperloops and many more.

The problem with the systems used is that they are neither energy-efficient nor very precise. Our magnetic spring-damper system offers an innovative solution for wear-free and precise suspension.

## What are your tasks?

- \* Elaboration of the various business cases and use cases of our technology and preparation of a business model.
- \* Market and competitor analysis of various target markets.
- \* Development of a go-to-market strategy.
- \* Pricing of our product and cost plan up to profit.
- \* Muniqo Performante offers an universal solution. An estimate for the economic use of our product should be given. For this you will accompany us in the XPLORE Venture Creator Programme of UnternehmerTUM.
- \* Analyse customer needs through interviews with potential customers from the industry.

## Requirements and time frame?

You can start with us at any time. A business background is necessary to participate in our project, but motivation and proactivity are the key criteria. The time frame and allocation are flexible. As 6 credits correspond to 180 hours, we stick to this. Fluency in German is required.

## Get in touch with us !



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