



Founders, investors and managers often rely on a combination of intuition and experience to form their assumptions: Educated Guesses. We strive to educate their guesses early on and provide them with valuable insights about their very own business model assumptions.

You will not only develop a practical framework for designing business models more customer-experience driven but also implement a fully functional tool benefitting entrepreneurs and investors alike. You will also get access to Stanford University research data giving you a head start. Sounds intriguing?!

If so, we now offer the possibility of creating a

Bachelor-/Master Thesis , Educating the Guess: Elements of Business Model Design‘

Your Tasks

- Academic Analysis: Scientific analysis of the relevant fields
- Definition and Refinement: Elaboration of distinctive elements of business model design
- Tool Creation: Making it real e.g. by implementing a web tool beyond prototyping stage
- Tool Testing: Pitching your tool to get real world feedback

We offer you

- Interesting and demanding tasks
- Exclusive access to research data
- A well-defined scope of the master thesis open to your own ideas and suggestions
- Opportunity to take a deep dive into the entrepreneurial community and pitch your results

Contact person

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Your Profil

- Students from the fields of mechanical or industrial engineering, or computer sciences
- Fluent in German and English, both written and spoken
- Eager to leave a mark and build up entrepreneurial experience
- Knowledge in Vue.js or similar single-page frontend frameworks is a strong plus

If you are interested, please send your documents (short cover letter, curriculum vitae, certificates, current excerpt from the grade sheet) in digital form to the e-mail provided.