

Posting for Student Project Opportunity

Market Analysis ASEAN and Development of Go To Market Strategy

About Us

German Accelerator Southeast Asia is a five months growth acceleration program that supports German Scaleups from technology-related sectors to enter the Southeast Asian markets and to develop them into internationally recognized and successful ventures.

The subject of this current project is the planning and coordination for setting up the Go To Market framework for all participating Scaleups. We will coach the participating companies to a successful market entry in ASEAN. Based on the industry the companies are in, we will provide relevant market information and challenge their Go To Market strategy through a specifically developed approach. As each company covers a different industry ranging from last mile logistics, over medTech and finTech to industry 4.0, we need strong support in conceptual thinking.

We therefore seek pro-active MBA students to become part of the project team for a 4-6-month full-time engagement. The current phase of the project will start asap.

Tasks

- Evaluation of market data, based on open sources, market reports, partner interviews and workshops
- Conducting expert interviews
- Preparing market assessments for participating Scaleups
- Supporting development of strategic go-to-market and business development processes
- Supporting road mapping and strategic planning in general
- Supporting relationship activities with key partners to develop overall partnership architecture for the program

Requirements

- Ability to work independently and pro-active, with an entrepreneurial mindset
- Solid understanding of industrial and market analysis and benchmarking
- Experience with risk-management and strategy planning
- Experience in development of Go To Market Strategies a clear plus
- The project will be executed in Singapore, therefore presence in Singapore is required
- Minimum working experience 3 years

Contact

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