



## Project Study: Business Modeling

Did you know that one single container ship emits more CO<sub>2</sub> than 65,000 cars?

At **CargoKite** we are keen on changing this by developing the sailing ship of the 21st century. Our autonomous, micro container ship is powered only by wind and consists of two key components: a kite to pull the ship and our unique, patent pending ship design.

We are currently evaluating the feasibility of licensing out a sub-component of our patent-pending technology. As a student team, you will be working independently to assess its economic feasibility with the goal to develop a complete business plan. You will get the opportunity to realize your own creative ideas and identify a new business field.

### Your profile

- Individuals or a team of 2–4 students enrolled in Management & Technology (TUM)
- Excellent analytical and problem-solving skills
- Agile and flexible mindset with strong communication skills
- Team players with an interest in interdisciplinary collaboration
- Motivated, independent and target-oriented work approach
- High affinity to technology focused and sustainability driven business models

### Your tasks

- Evaluate the economic feasibility of licensing out a sub-component
- Conduct a market analysis & quantify the market potential of the technology
- Analyze potential competitors and deduct a suitable value proposition
- Develop a market entry strategy to launch the technology on the market
- Develop a financial model to derive a potential pricing strategy
- Based on your results, develop a complete business plan

### What we offer

- Great opportunity to join a high-tech startup as an early team member and shape CargoKite with your own ideas
- Personal development through a high level of independency and responsibility
- Guidance by the founding team as well as seasoned mentors
- Work in a young and dedicated team with flat hierarchies
- Work space in our office with access to snacks and coffee

### Interested? Get in touch!

**Contact:** Tim Linnenweber, [tim@cargokite.com](mailto:tim@cargokite.com) | **Visit our website:** [www.cargokite.com](http://www.cargokite.com)

**Not quite your topic?** Get in touch anyway and we'll explore other potential options together!