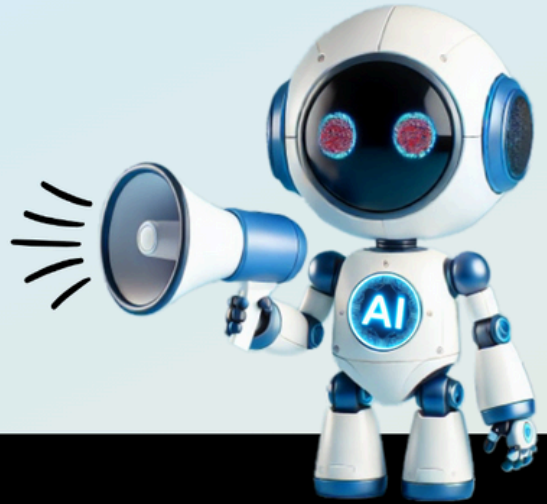


Market Analysis and Pricing Model Development



WHAT WE DO

-Die Marketing Idee- is transforming the future of B2B marketing. Our AI-powered software enables industrial SMEs to execute smart marketing by calculating and implementing optimal strategies using data-driven methods with minimal resource investment.

OBJECTIVE OF THE PROJECT

The goal of this project is to gain a deeper understanding of the market situation to identify which of our product features offer the highest selling potential and what solutions already exist. This involves analyzing their structure, market performance, and customer acceptance. The aim is to determine key differentiation points for the software and develop a pricing strategy, combining competition-based and alternative pricing models, to ensure sustainable and profitable growth.

REQUIREMENTS

Strong analytical skills and interest in market research

Willingness to **learn about pricing models** (competition-based and value-based)

Good communication skills for engaging with industry professionals

Proficiency with Microsoft Office, especially Excel

TASKS

- 1 Market research to identify existing solutions, features, and competitors
- 2 Evaluate structure, performance, acceptance of these solutions
- 3 Define key differentiation points for the software
- 4 Develop a pricing model combining competition-based and alternative approaches

FRAMEWORK CONDITIONS

Earliest starting date is the 01.10.24 and the project study lasts for 3 months. It can be held on site at our office in Garching or remote.



Interested?

Then contact our
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