



Internship/Working or Thesis Students: Business Development & (Product) Strategy

What is the DNA of startups that skyrocket vs. those that never take off? Our ambition at RocketDNA is to answer this question and help startups translate their ideas into successful businesses. Our goal is to use predictive analytics to integrate and evaluate various success factors that are related to the individual founder, the continuously growing founding team as well as the immediate environment. If you like to write your thesis with us, depending on your interests, potential research questions can be focused on any of these factors. In addition to supporting us with your analytical research skills, we would also like to tap into your creative and well-structured mindset to support us in further developing the strategy and product. We employ a highly co-creative approach to product development, comprising frequent client interactions and close collaborations. Therefore, we are specifically looking for open-minded, imaginative and curious personalities that complement our RocketDNA team.

Tasks

We are looking for a new team member that joins our growth journey (potentially also long-term) and supports us in *Product Strategy & Business Development*. You will have to develop an in-depth understanding of customers and their needs to support continuous product improvement; validate implemented solutions and features with customers and translate their feedback into concrete adjustments; manage client communications, including (milestone) presentations, product updates and/or demos. Furthermore, you will be supporting us with broader strategy- and business development related topics, including the identification and evaluation of market segments, competitor analysis as well as challenging and developing our value proposition and competitive advantage.

Necessary qualifications

- You are a Master student, preferably a specialization in the areas of: strategy, (business) economics and (innovation) management
- You have affinity with disruptive technologies, startups and venturing
- You are fluent in English
- You work independently and have a hands-on mentality; you are creative and take responsibility
- You are a team player with outstanding communication skills; you are professional and secure
- You have a strong interest to work on the subject and take ownership

What can we offer you?

Within RocketDNA, we offer you a work environment with a focus on your personal development, in which you will get a lot of responsibility, yet interact with academic, technology, business and design industry professionals on a daily basis.

- You will be guided by a team of experienced professionals
- You will receive compensation and a laptop
- You will gain knowledge and expertise of RocketDNA as well as its partners, such as Boston Consulting Group (BCG) and Edenspiekermann
- You will gain experience within an international technology firm
- You will expand your professional network

Additional information

- Period: preferably 4-6 months (yet flexible)
- Hours a week: 40 (15 - 20 for working students)
- Location: Amsterdam or Muenster (flexible working space)
- Start date: Yesterday
- Salary: dependent on experience and position (to be discussed)

Interested?

We are looking forward to meet you. Apply directly online and send us your CV and a brief application letter to s.kortmann@rocketdna.com or contact us on LinkedIn if you like.

An assessment may be part of the selection procedure.

About RocketDNA

RocketDNA is an Amsterdam-based startup that empowers incubators to build a portfolio of fast-growing businesses through tracking, improving and predicting new venture performance. As a modular solution, RocketDNA's deep learning approach integrates information and data from two components specifically designed for incubators and ventures. In this way, we allow for a holistic, transparent and objective assessment of ventures resulting in value-adding relationships, cost-efficient processes and superior business growth (<https://rocketdna.com/>).