

Title: Master thesis for startup aiming to redefine the relocation industry with AI

Company: ADRV Sweden AB

Location: Stockholm / Uppsala / Remote

Project type: Degree project

Description:

Number of companies reporting talent shortages have more than doubled in the last 10 years and migration for work is growing to fill the talent gap. While the demand for permanent relocations is growing, there is a need for relocation solutions beyond transactional moves that enable long-term success of internationals in the workplace and onboard them into the host society.

We are an early stage startup with many unknowns but high speed and we are looking for 2 master students to help us accelerate the business- and product-development. You will have high amount of flexibility and responsibility to scope the project details but the 2 overarching areas within which the projects will be conducted are:

1. Product definition and development
 - a. Leveraging design thinking principles to transition from identifying needs to pinpointing key features, ideation, testing, and ultimately implementing the vision to create the Minimum Viable Product (MVP). We hope you have an interest in AI to be able to follow the development and implementation.
2. Go-to-market strategy definition
 - a. Conducting research to establish a comprehensive understanding of the market landscape: this includes defining target personas, conducting interviews with customers across various industries to gain insights into their pain points, and validating the areas where needs are most pressing. Target is to use this to formulate a go-to-market plan that specifies the target customer segments, and strategies for reaching and engaging them to maximise the probability of success.

Details:

- Period: Jan - June 2024
- Number of credits: 30 ECTS/högskolepoäng (hp)
- Number of students: 2
- Location: Remote

We look forward to receiving your application and are excited to see an early stage startups journey up and close.

Recruiting Manager Rutvika Acharya, rutvika@withmoai.com, will answer your questions.