

# Project Study: Market Entry Virtual Power Plant Start Up

## About us

Müncon is a young consulting firm focusing on the energy sector, especially on renewable energy. At Müncon, we live consulting in a way that is pragmatic, authentic and free of elite and egos. We set out to make the world a better and more sustainable place.

## Project Study

For this project study, we work together with an EU start up which wants to enter the DACH Market. The startup has developed a groundbreaking AI platform for Virtual Power Plants. As they are already growing fast in their home country, they want to expand to DACH next year.

Your team has the unique chance to prepare and consult the market entry strategy of the start up.

## Your task

- Market Analysis, focusing on competitive and legal environment
- Research possible technological applications
- Create a market entry strategy and present it to the start up
- Work on this task as a team of max. 4 students for 3-4 months

## Your Profile

- You are passionate about innovation, energy or sustainability
- You are open-minded, think out of the box, and have an entrepreneurial mindset
- You want to learn more about the future of the energy market
- You speak your mind and like to work autonomously
- Please send your application and your CVs to the address below

## We offer

- Regular meetings and feedback session – we want you to learn from this project and gain experience for future positions
- An office right at the heart of Munich, where you can always work if you want to (you can also work remotely)
- Regular team events
- A young team, fast decision making, and flat hierarchies
- We will take time for coaching you as a team

Earliest start date: 14.09.2021



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