Master Thesis – Start-Up Creation Track

Business Model Innovation with Vitolus

Develop a new business model based on our key resources

Project- / Topic description

We are a healthcare start-up from Munich and have grown to a 450-person strong interdisciplinary team in less than a year. Through our Germany-wide operations, we have set up and validated certified and agile operational and logistics processes. In a volatile business field, we have established ourselves as a reliable and popular partner for digitally supported pandemic solutions for governments and corporations. Since the beginning, we have been self-financed and customer-funded. The same key competencies that we continue to use to support existing and new customers in response to the COVID-19 pandemic, are now being used to build new business models.

Focus of work

You should join us, if you are passionate about the impact of exogenous factors on consumer behaviour as well as arising business opportunities thereof. One such example is:

- Germany's potential new government is overwhelmingly in favour of the legal sale and use of cannabis
- Current accessibility of cannabinoid-based medicine (CBM) is limited and requires a time-consuming application process with insurance companies (up to 6 months)
- Commercially available CBMs (such as CBD-Oil) contain poor levels of active ingredients thereby limiting their medical use
- Detractors of legalization fear adverse effects on consumers. Studies indicate that side effects and tolerance could be improved by altering cannabinoid composition of strains (↓THC, ↑CBD)
- The global market for over-the-counter cannabis is predicted to rise: from 19.7 B$ in 2020 to 47.2 B$ in 2025 - covering multiple industries

Due to previous restrictions, parts of the value chain, specifically research and development as well as marketing and distribution need to be defined for the first time. The overarching question is: how to circumvent the challenges of a first-time provider and instead leverage its advantages?

Requirements

- You are enrolled currently in a master degree program at TUM, i.e. TUM-BWL, Social or Natural Sciences with strong affinity to Entrepreneurship
- You fulfill all pre-requirements for registration of a master thesis
- You are intrigued to contribute your own ideas for the concrete definition of the research question
- You have have strong analytical skills, a high level of intellectual curiosity as well as a self-starter and growth mindset

What we offer

- The opportunity to become a part of a highly motivated team, collaborate with experienced founders and benefit from our current structures and resources
- As an individual, we offer you the opportunity to actively contribute to the definition of a compelling research question
- You will be personally mentored by our Head of Corporate Development who is highly experienced in design thinking and innovation and is always open to discuss your ideas and challenges
- You gain a membership in the TUM Entrepreneurial Masterclass (own application process is required) and an implementation-oriented thesis with real added value for the start-up ecosystem in and around Munich

Interested? Join our team now!

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