### ABOUT US

While institutional investors use new technologies and cutting-edge algorithms to automate their investment strategies, private investors are still stuck in the last century: manual stock picking. At finenso, we meet the need of our users – the private investors – to be able to create, test, execute and share their own investment strategies through an easy-to-use interface. Our vision is to democratize the financial markets and give everyone the tools to invest like a professional. Join our mission to take private investing to the next era!

### YOUR PROJECT STUDY

The objective of this Project Study is the strategic development and business orientation that include the go-to-market strategy and the marketing pipeline of the fast-growing start-up finenso.

Your tasks will be:

- Design a go-to-market strategy including communication channels with customer, stakeholder and strategic partnerships
- Create a financial plan including pricing model and scenario analysis on the basis of market research and expert interviews
- Develop a content marketing strategy including branding and social media presence based on target group analysis
- Create a landing page to test your hypotheses in a real-world scenario

### YOUR BENEFITS

- Work together closely with the founders, take responsibility and bring in your own ideas
- Start-up experience in quantitative finance
- Build up your own professional network in the finance sector
- Gain key insights into modern FinTech
- Work flexibly and remotely

### YOUR PROFILE

- Interest and motivation to learn about finance and technology.
- Strong analytical, communication and project management skills
- Target-oriented, fast-learning and skilled at problem-solving
- Team player with a self-driven personality and a hands-on approach

If this sounds interesting to you, send your CV and transcript to hi@finenso.com. We are looking forward to meeting you!