

Development of a Go-to-Market Strategy for Construction Robots



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Description

Aiina Robotics develops intelligent, modular robots that help the construction industry overcome the labor shortage and increase productivity. The robots are characterized by advanced safety features and enable autonomous operation in complex environments. To successfully launch these innovative robots in the market, developing an effective go-to-market strategy is essential. This strategy should particularly focus on sales and marketing measures.

Objective of the Thesis

The goal of this thesis is to develop a comprehensive go-to-market strategy for Aiina Robotics, focusing particularly on sales and marketing strategies.

Research Focus Areas

- **Market Analysis and Target Group Definition:** Identifying the most relevant markets and target groups for Aiina Robotics' products. Analyzing the specific needs and requirements of these target groups.
- **Competitive Analysis:** Investigating the main competitors in the field of modular construction robotics and defining unique selling propositions (USPs) for Aiina Robotics.
- **Positioning and Branding:** Developing a clear brand identity and positioning in the market. Defining key messages that effectively address the target groups.

SUPERVISOR

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ADVISOR

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TYPE

Master's thesis

LANGUAGE

English, German

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REQUIREMENTS

Latest starting date: 1st July 25
Business Informatics, Business Administration or related background

- **Sales Strategy (Main Focus):** Developing an innovative sales concept that considers both direct sales and partnerships with distribution partners. Defining the sales channels and processes that facilitate market entry. Empirical validation of various sales strategies needed.
- **Marketing Strategy:** Planning and implementing marketing measures that increase brand awareness and generate leads. Considering both online and offline measures. Empirical validation of various marketing strategies needed.

Methodology

The thesis will be based on a combination of qualitative and quantitative research methods:

- **Literature Research:** Analyzing existing models and best practices for go-to-market strategies, with a focus on sales and marketing aspects.
- **Empirical Research:** Conducting surveys and/or interviews with potential customers, distribution partners, and industry experts to identify needs, preferences, and market potentials.

What we offer

- Intensive guidance in developing a go-to-market strategy with a focus on sales and marketing strategies.
- A creative environment that promotes collaboration with an innovative start-up in the robotics sector.
- The opportunity to gain practical experience in the market introduction and positioning of new products.
- The chance to significantly influence the future business strategy of Aiina Robotics with your results.

Your Profile

- Strong interest in practical research in the field of marketing and sales.
- Interest in robotics and/or the construction industry.
- Ability to work independently and creatively.
- Strong analytical and conceptual skills.
- Experience or strong interest in developing sales and marketing strategies.
- Good communication skills in English, as the thesis will be written in English.

Application

If you are ready to take on this challenging and rewarding project, please apply with:

- Your CV.
- Your academic transcripts.
- A proposed timeline for the thesis.
- A motivation letter (max. 300 words) explaining your interest and skills in this thesis topic.