MARTEL
i n n o v a t e

We are offering and internship position on

Composite Business Model and Product Positioning in the IoT Space

Keywords: IoT / Smart Cities / Sustainability / Digital Innovation

Job category: Internship

Job location: Dübendorf (ZH), Switzerland

Contract: 4-6 months, 100% (part-time is also an option).

Start date: Q1/Q2 2020

Salary: Depending on the experience of the candidate, to be discussed

Project Definition / Tasks

Martel Lab has developed and brought forth Orchestra Cities, an open, cloud-native IoT platform that has been already trialled and is operational in Switzerland and Germany.

The main business strategy (baseline) involves contacting public authorities and city/regional utilities to promote the platform value proposition and enter a pipeline of successive PoCs, prototypes, and pilot projects to advance adoption all the way to a generalized, subscription-based purchase (which could involve also citizen end users, unless subsidized).

+ The problem to address is how to ease and speed up the transition to full product adoption, both in terms of time and investment effort.

+ Make a reasoned selection of business models (mainly customer segments, value propositions, revenue streams, and key partnerships) that could complement the current baseline

+ Propose some alternatives of key partnerships / business constellations that include more actors than just the public authorities

+ Position Orchestra Cities (for each selected business model) in comparison with some recognized competitors, in terms of key value proposition and differentiators/USPs

+ Explore the general lines of IoT-based markets other than Smart Cities (e.g., Smart Agrifood, Smart Energy) and attempt a positioning of Orchestra Cities within such markets

Goals & Desired Outcomes

+ An extended, multi-faceted business strategy for the Orchestra Cities platform

+ A list of suitable targets for business development (e.g., utilities)

+ A set of business models (including key partnerships and revenue streams) and their applicability to one or more of the identified target categories

+ A set of targeted product value propositions (and general marketing messages) for the corresponding target categories

Project Audience

+ Martel Top Management

+ Martel Product Management

+ Martel Marketing & Communication

+ Martel Sales & Business/Partnership Development

Deliverables

+ [Report] Selected business strategies to market an open IoT platform in the Smart Cities domain

+ [Presentation] Product value proposition and positioning for Orchestra Cities in the Smart Cities arena

+ [Report] Exploration of IoT-related domains for Orchestra Cities evolution into a Product Line

Candidate Profile

+ Experience in business model description and analysis

+ Mindset towards business innovation

+ Understanding of product marketing (market segmentation, product positioning, reference competitors, differentiators and USPs

+ Some understanding of ICT technologies, in particular, Internet of Things and Cloud Computing domains

Do you want to apply?

Send:

+ Your CV
+ Cover letter (clearly elaborate on why you are the right person for the job)

via email to **careers@martel-innovate.com** indicating "OC Product Positioning" in the subject.

About Martel Innovate

Based in Zürich, with offices also in Lugano, Martel is an innovative and dynamic SME specialized in the management, innovation and promotion of international Research and Development projects with a focus on advanced Internet technologies, such as 5G, IoT and Cloud.

Martel, with more than 20 years' experience in the European and Global ICT scene, includes three departments that work side by side to deliver the best quality to its customers:

+ Martel Consulting, a department specialised in R&D Project and Innovation Management and Strategic Consultancy, focusing on the coordination of H2020 projects;

+ Martel Media, a division specialised in dissemination, communication, marketing and community building activities at the service of ICT initiatives and projects;

+ Martel Lab, a R&D department specialized in cloud native architectures, spanning from cloud computing infrastructures to cloud computing as an enabler in different application fields such as: Big Data, IoT, NFVI and Smart Cities.

Martel's team is an international and dynamic group of people that combine skills and expertise from different domains, including business, technological, scientific, communication and marketing sectors.