



## Business development & B2B Sales

Project Study - 3-6 months part/full time

Develop and execute a growth strategy for an early-stage digital health startup with a great product and first traction

### Help us Grow!

You have full responsibility. Our goal is to find new customers fast. If you come-up with creative ways for achieving this, a convincing sales story or a clever product build for upselling - try it and do it! We support you fully with our experience and are relying on your independent and customer-centric approach execution. High-level you will:

- Develop and test a sales strategies, including direct B2B sales, and an efficient lead generation and qualification pipeline
- Win customers through hands-on sales efforts
- Evaluate potential future directions and markets
- Evaluate and test possible new product features

### Responsibility

You are never going to do sth we wouldn't do. We expect commitment and will reward you with the chance to try and execute independently.

### Flexibility

We offer you a spot in our office on TUM Stammgelände but we won't track when your start and end the day. We trust each other and you.

### Values

We stand for modesty, customer-centricity, honesty and courage. Everything we do reflects our values and we expect the same from you.

### Fun

Our work really has an impact and that is extremely rewarding, especially when talking to users. We also cherish jokes, conversations, perks (coffee, fruits etc.) and parties.



### About Cliniserve

More than 50 % of hospitals costs go to personnel and the biggest part of that to nursing, meaning that optimizing the utilisation of nursing personnel is one of the most important levers for managing hospital competitiveness. We have developed a hospital logistics platform that is centered around the patient's needs, allowing optimization of personnel to fulfill the needs. Our system generates unique data about the demand of patient service (both medical and hospitality), allowing hospitals to optimize the utilisation of their nursing and service personnel.

Our first product is a digital patient service platform that automates information delivery and delegation in hospitals. It also generates valuable insights and allows process optimization. Our first customers include big clinics like LMU's Klinikum Großhadern, as well as Helios, Sana and Schön clinics.

We are an international team of three LMU & TUM EE, IT, Business and Econ graduates with experience from CDTM, UC Berkeley, Georgia Tech. We are passionate about solving a major problem of our generation, nurse shortage and building a great company on the way.

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