



# Master Thesis Opportunity in Business Strategy

***Are you passionate about shaping the future of technology startups? Do you see yourself as a strategist in the making? If you are intrigued by the intersection of management, technology, and entrepreneurship, we have an exciting opportunity for you!***

## **Job description:**

This unique project focuses on the strategic positioning and business model innovation of a high-tech startup in the biosensor and diagnostics industry. You will have the chance to apply your knowledge in business strategy to real-world challenges, helping to define the path to market for a novel biosensor aimed at preterm birth diagnostics. This is a rare opportunity to delve into competitive analysis, market segmentation, and value proposition design in a highly interdisciplinary environment.

## **Your profile:**

- Master's student in Management, Technology, and Entrepreneurship; Business Administration; or related fields.
- A keen interest in the startup ecosystem, business models, and strategy formulation.
- Enthusiasm for working in a tech-driven, healthcare-related field.
- Students with a background in biomedical engineering, biochemistry, biology, micro-engineering, physics, or chemistry who have a strong inclination towards business strategy are also encouraged to apply.
- A profound motivation to contribute and learn is essential, regardless of your background.

**Start:** preferably June - September 2024

This internship offers a platform to bridge your academic insights with practical experience in a burgeoning sector. You will not only contribute to the strategic direction of our startup but also gain invaluable experience navigating the complexities of the healthcare technology market.

**Duration:** from 5 months

Interested candidates are invited to send their application to [careers@readiagnostics.com](mailto:careers@readiagnostics.com). Join us in our mission to impact the healthcare industry strategically!