

BUSINESS PLAN & VENTURE DEVELOPMENT ASSOCIATE (FHGR STUDENT PROJECT), PENSUM 20 – 40%

Your Mission:

You will work directly with the founder of Startup to **co-develop, refine and finalize the company's business plan**, including strategic, financial and operational components. Your work will directly influence STARTUP's investor readiness, PSP onboarding, and international expansion.

This is not a theoretical exercise — it is a **real startup**, with real customers, real partners, and real market entry in 2026.

What You Will Work On

1. Business Model & Market Analysis

- Analyse STARTUP's SaaS model and revenue streams
- Evaluate international rollout markets (CH, PL, AT, VN, LK)
- Benchmark STARTUP against comparable SaaS analytics companies
- Identify market opportunities and underserved niches

2. Product & Value Proposition

- Understand the PPV/PXZ origins and STARTUP's unique behavioural-analytics approach
- Translate technical capabilities into clear business value
- Support refinement of B2C, B2B and B2B2C offerings

3. Financial Planning

- Build or refine financial projections
- Analyse unit economics, CAC/LTV, scalability and margins
- Support pricing strategy for international markets

4. Go-to-Market Strategy

- Evaluate B2C, B2B and B2B2C channels
- Support partnership strategy with wealth managers, banks and fintechs
- Analyse customer journeys and conversion funnels

5. Regulatory & PSP Positioning

- Understand STARTUP's classification as a low-risk SaaS merchant
- Support documentation for PSPs (Payrexx, Wise.com, etc.)
- Analyse compliance implications for international markets

CONTACT

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What You Bring:

- + You study at FHGR in Business Administration, Digital Business, Entrepreneurship, Data & Information Science or a related field
- + You enjoy analytical thinking and structured problem-solving
- + You are curious about fintech, SaaS, data analytics or market transparency
- + You can work independently and contribute your own ideas
- + You want to work on a real startup with real impact

What You Gain:

- + Startup-Spirit
- + Hands-On-Mentality
- + Direct collaboration with a founder (Dipl.-Math., Business Analyst, Architect for payment provider integration)
- + Practical experience in business planning, venture building and fintech strategy
- + Insights into AI-supported analytics, SaaS scaling and international market entry
- + A strong reference project for your CV
- + The opportunity to contribute to a Swiss fintech entering global markets

Duration & Format:

- Project duration: 8–12 weeks (flexible)
- Workload: 20–40% depending on your study schedule
- Location: Chur or remote
- Start: Immediately or by agreement

Interested?

**We look forward to
receiving your complete
application at:**

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