

Topic: Impact strategy optimization in the case of the Horizon Europe project HighScape

Start: Immediately (duration approx. 5-6 months)

Location: flexible

Supervisor: Florian Ratz, Thomas Draschbacher (UFO)

Tasks:

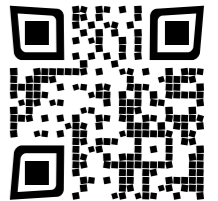
- Literature review to understand the theoretical background of the topic
- Gathering of all required data/information within HighScape and from scientific databases
- Identifying and analyzing the macro-environmental factors with influence on organizations (PESTEL) and its competitive environment (Porter's 5 Forces)
- Elaboration of an impact strategy by applying the Value Proposition Canvas (VPC) framework
- Master's thesis writing and its presentations

HighScape – High efficiency, high power density, cost effective, **scalable** and modular **power electronics** and control solutions for electric vehicles

Problem definition / goal:

The road-based transportation domain is continuously striving for technological advancements, which is especially nowadays the case with the ongoing unprecedented turnaround. The EU-funded R&D project HighScape is exploring the feasibility of traction inverters, on-board chargers, DC/DC converters, and electric drives for auxiliaries and actuators. HighScape seeks to achieve, e.g., integration of the traction inverter in the in-wheel motors, increased vehicle performance, major cost reductions, and improved reliability of the power electronics system.

For more information on the project, please check out the project's website via the provided QR code.



Requirements: Courses General Management and Organisation, Business Model Management, and Technology Management desired but not mandatory; Knowledge or experience in the mobility sector/automotive industry is an asset

Field of study: Preferably Mechanical Engineering and Business Economics, Production Science and Management, or Software Engineering and Management

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Payment: € 2.000 base payment or part-time employment; both options with optional success bonus

Have we aroused your curiosity? Then please send us your detailed application (CV & Transcript of records). We are looking forward to your submission!