

# Topic: Impact strategy optimization in the case of the Horizon Europe project EM-TECH

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

**Location:** flexible

**Supervisor:** Florian Ratz, Theophil Kroller (UFO)

## Tasks:

- Literature review to understand the theoretical background of the topic
- Gathering of all required data/information within EM-TECH 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

**EM-TECH** – Innovative **e-motor technologies** covering e-axles and e-corners vehicle architectures for high-efficient and sustainable e-mobility

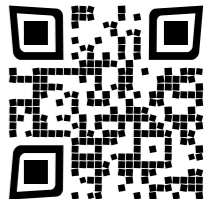
## Problem definition / goal:

The multi-faceted transition in the mobility sector leads to an increased need of research activities. The EU-funded R&D project EM-TECH develops cutting-edge solutions to push the electric motor technology for traction purposes. Therefore, EM-TECH is focusing, e.g., on direct and active cooling designs, virtual sensing functionalities, enhanced motor control, electric gearing, digital twinning, and recyclability of permanent magnets. Innovations in the mentioned topics are leading to new generations of in-wheel motors and on-board motors with improved specifications.

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



EM-TECH



**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

**More information:** [florian.ratz@armengaud.at](mailto:florian.ratz@armengaud.at) or [theophil.kroller@tugraz.at](mailto:theophil.kroller@tugraz.at)

**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!