

At the Chair of Logistics and Supply Chain Management of TUM School of Management, we are looking for an interested and qualified student to conduct his/her

Master thesis

on the topic

Start-up Archetypes & Supply-Chain Design

The European start-up scene is growing; young ventures increasingly cluster around specialized domains such as Industrial Technology (IndTech), Artificial Intelligence (AITech), Health Technology (HealthTech) and Education Technology (EdTech). These archetypes differ not only in product–market focus but also in the **type and intensity of supply-chain activities** they must master—ranging from hardware sourcing and cold-chain logistics to purely digital content distribution. A systematic comparison is missing in academic literature, leaving founders, investors and incumbent partners without clear guidance on how domain choice conditions supply-chain priorities, risks and sustainability opportunities. This thesis seeks to fill that gap by linking *start-up type* to *supply-chain configuration* throughout the venture life-cycle.

Key project tasks:

- Literature review on relevant fields of study
- Taxonomy development
- Competence & Capability Assessment
- Ecosystem Impact Analysis
- Managerial Framework & Diagnostic Tool

Requirements:

The thesis is suitable for Master in Management and Master in Management and Technology students with a major in operations and supply chain management. Strong programming/analytics skills (Python, Julia or C++), foundational knowledge of supply-chain management and—ideally—exposure to sustainability assessment are expected. The candidate must be able to work independently, think analytically and communicate results clearly in English.

Earliest begin: July 2025

Supervisor: Laura Visintainer Lerman

Application: Email with curriculum vitae and transcript of records to logtheses.log@mgt.tum.de