Project Study (2-5 students) with Beetroute & the TUM Professorship of Business Analytics & Intelligent Systems

Did you know that 50% of grocery shoppers do not find all the needed articles in their preferred grocery store even though 80% of these articles are the same as in their previous purchase?

**Beetroute** is an early-stage start-up and about to change that! We simplify your grocery shopping so that you can focus on what matters most: a healthy, environmentally friendly, and affordable nutrition.

How? We are simplifying your grocery purchases by (1) helping you build and update a simple shopping list and by (2) telling you where you can find which articles, when, and for what price based on your list (first on- and then offline!)

**Who are we?**

We are a group of four experienced grocery experts and software developers with backgrounds in the eCommerce space (amazon, Actindo, etc.). We aim to revolutionize the grocery market by doing one thing right: simplify your grocery purchases with data & analytics.

**About the project:**

For this project we are seeking **coding enthusiasts** and/or **design freaks**. Your project study will focus on the following areas:

- **Learn & share**: Get in touch with (potential) customers and learn what matters most to them. You will draw conclusions from feedback and tell us how to build better.
- **Simplify**: scratch & create process workflows and front-end designs that aim to simplify our customer experience.
- **Challenge**: we want you to challenge our beliefs. You will help us create the simplest grocery shopping experience in the market!
- **Build**: write relevant code that we will implement in our operational system. It can be a simple algorithm, or a voice enabled AI assistant – there are no limits!

Please send your team’s application (short mail including your CVs) to pierre@beetrout.de. We are partnering with the professorship of Business Analytics & Intelligent Systems at TUM.

Interested? Shoot us a [mail](mailto:) or find me on [LinkedIn](https://www.linkedin.com).