



## Placement Opportunity

Undergraduate (BA) student:

Graduate (MA) student:

Reference:	VW Konnect – Marketing & Business Development
Company Name:	Konnect with the Volkswagen Group
Company Type: (Startup/Mature/...)	Service Supplier
Location: (full address)	Menachem Begin Street 144 A, Tel Aviv
Duration of stay: (min 2, max 6 months)	Min 2, max 6 months

### Company Description:

KONNECT is an Open Innovation Campus focused on the technologies of tomorrow. Founded by the Volkswagen Group and based in Tel Aviv. KONNECT builds a bridge between the Group's brands and the dynamic Israeli startup scene. As part of the Volkswagen Group Innovation it is the gateway for startups and local partners to collaborate with the Volkswagen group and its brands and vice versa. At KONNECT solutions for the future of mobility, new Startups and innovative business models in cyber security, smart mobility, smart sensors and connectivity are accelerated.

### Job Description and Tasks:

- Preparation of research, e.g. market, customer and competition analyses
- assistant tasks in the preparation of scouting & learning journeys for the Volkswagen brands
- Independent implementation of sub-projects (e.g. evaluation of business models, start-ups)
- Creation of technology roadmaps, scenario analyses and innovation portfolios
- Development and maintenance of internal and external networks on future topics
- Creation of presentations and marketing material for the KONNECT campus

### Essential Requirements:

- Fluent level of written and spoken English
- Excellent communications skills
- Relevant experience in related fields
- Proficient computer skills

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- Proactive and self-motivated
- Creative, innovative and out-of-the box thinking
- Team player

**Remuneration Details:**

Due to visa regulations a salary is not allowed. Financial support for lunch and transportation will be provided by Konnect.