

Master Thesis – Start-up Track

How to assess & improve the maturity of founder teams, to improve success rate?

What is the business potential for an AI-based service for assessing team maturity?



Image: TUM

Project-/Topic description

The Team is half the battle. Far too many venture teams are failing or underperforming due to sub-optimal functioning of the founders as true team. This has a huge impact both financially and emotionally. While there are standard ways of determining e.g. the Technology Readiness Level (TRL) of a startup, there is no objective, effective and affordable way to assess the functioning of a venture management team, the complementarity of team members and typical issues like stress resistance, coachability, persistence, shared vision.

A unique methodology & tool to assess the maturity of an existing venture team has been developed by experts in the field of coaching and venture capital. It is optimized for assessing key success factors for startups and scale-ups, and for giving concrete improvement recommendations. An MVP has been tested with first paying customers. The aim is to transform the way in which venture teams are assessed, to help both the venture teams themselves, but also their investors / shareholders.

Focus of work

The first customers of the MVP are satisfied. There also is considerable interest from the investment community (Angels and VCs) and from accelerator programs. The Project should investigate the potential of the approach to increase venture success rates and validate the market and business model. In addition, the project should explore ways to further automate the methodology, by deploying state-of-the-art AI technology. Concrete questions to be addressed (depending on individual study program and interest):

- What scientific and practical evidence is available, or can be developed, regarding the impact of such team maturity assessment, feedback, and coaching, on the success of ventures?
- How can the MVP be further automated, using AI technology, esp. generating concrete, understandable feedback and recommendations to assessed venture teams?
- What are optimal business models and what is the market potential for such assessment & feedback service?
- What are potential structures for setting up a company to provide such service and scale-up quickly?

Requirements

- Current enrollment in any master degree program at TUM and focus on either business and entrepreneurship or psychology or also computer science / AI. The venture requires different individuals, so all of these profiles will be interesting.
- Fulfillment of all pre-requirements for registration of a master thesis
- Interested in contributing to increasing of success rates of European start-ups and scale-ups
- Affinity with interpersonal, team collaboration, motivational and leadership aspects
- Strong motivation and independent, entrepreneurial working style
- Close collaboration with the developers of the MVP (based in Munich and The Netherlands)
- Seriously interested in Co-Founding a company with the MVP developers.

What we offer

- Participation in the TUM Entrepreneurial Masterclass (separate application process required) and application-oriented Master thesis with real value add to the startup ecosystem around Munich
- Close cooperation with the MVP initiators, highly experienced in the international Angel & VC ecosystem and in professional management coaching and change management
- Opportunity to become Co-Founder of a start-up with high potential to scale fast and become category leader in Europe and beyond.
- Chance to actively contribute to the success of thousands of startups, by helping their founders to improve their team!
- Arrange a call with the contact below to find out more, without any obligations.

