Project Studies in Digital Marketing

Join our 3-6 month program and complete the practical part of your studies!

Kalasar

Why Kalasar?

➕ Work in a fast-paced AI Startup

➕ Have critical impact with your work

➕ Experience startup life

➕ Receive up to 12 ECTS

What's in it for you?

➕ Build a next-gen marketing and sales gen AI engine that makes others jaw drop

➕ Get access to the latest tools in the GTM stack (rb2b, clay, trigify, extrovert, and more)

➕ Work closely with the founders

About

Kalasar builds AI Agents that onboards software users at scale. The Agent actively engages users and provides a human-like onboarding experience.

It's powered by LLMs, video/image processing, HTML parsing, embedding models, and analytics. We are a venture-backed, pre-seed startup and our founders studied Business, Software and Engineering at TU.

Project Overview

Duration: 3-6 months, Team Size: 1-5 students

Students will work closely with the Kalasar founding team to execute the content marketing or revenue operations project.

This project offers hands-on experience in digital marketing within a startup environment. You can choose one of the following tracks for your project study:

🚨 Please only apply if you..

a) …want this to be a solo project
b) ..want to do the project together with friends or people who you trust to deliver the expected output

Track 1: GenAI Content Marketing

- **Project Scope:** Design and build an inbound lead engine with our Co-Founder Alex. Focus will be the setup of an automatic content generation pipeline (LinkedIn (Posts and Videos), Twitter, SEO, Blog Articles, Lead Magnets)
- **Tactical Execution:** Produce high-quality content that embodies Kalasar's brand, using AI-driven tools to streamline creation and refine messaging.
- **Performance Analytics:** Measure engagement and conversion metrics with AI-enhanced analytics to continuously improve content impact.
- **Collaboration:** Work closely with our team and academic mentors to ensure strategic alignment and deliver rigorous, AI-powered campaigns.

Track 2: Revenue Operations System

- **Project Scope:** Design and build a multi-channel framework for systematic lead acquisition and nurturing, integrating the latest AI automation. Also with our Co-Founder Alex. Our goal is to automatically target leads generated from LinkedIn and Website with highly personalized messaging using GenAI.
- **Framework Design**: Create and implement a structured revenue operations system that drives sales efficiency, embedding advanced generative AI for process automation.
- **Data-Driven Insights**: Analyze performance across channels using AI-powered tools to optimize lead conversion strategies.
- **Outcome & Reporting:** Deliver clear, actionable insights and performance reports that leverage AI-generated data analytics for continuous improvement.

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Ideal

Candidates

📚 High-performing students from Marketing, Management, Business Informatics Informatics or related fields.

🚀 Highly motivated, execution-driven students who work proactively, have a growth mindset and intrinsic motivation.

If you're interested in this project study, we kindly ask you to submit a short motivation text (within email) outlining your qualifications, skills, and how your background aligns with the project, along with your CV. Please reach out to Alex at alexander.schober@kalasar.com 👋