

About pulse Energy

- **Vision:** Accelerate Europe's green transition by unlocking the potential of smart residential homes (solar, batteries, electric vehicles, and heat pumps).
- **In a nutshell:** We empower regional solar installers to offer a digital energy solution like Enpal and 1KOMMA5°. Our platform includes: (1) smart meters, (2) dynamic electricity tariffs, (3) and an intelligent energy management system to optimize residential power flows.
- **Our Traction:** We launched in January 2025. In February, we raised an oversubscribed angel round with top tier investors, including unicorn founders. As of April, we are working with 5 regional solar installers and our system is live in the first end-user homes.
- **Founders:** [Jochen](#) (MSc. Elite Study Program FIM, Researcher at Stanford, ex-PhD Candidate) and [Vincent](#) (BSc. Informatics, Elite Study Program CDTM, software engineering experience at RobCo, Avi Medical, and Tacto).



Choose one track for your project studies

Track 1: Partner Growth Strategy

Design and test a multi-channel growth funnel to attract and onboard more regional solar installers as partners.

- **Lead Channel Development:** Design and experiment with diverse and creative outreach strategies (e.g. targeted ads, cold outreach, on-the-ground events) to engage high-potential solar installers.
- **Channel Testing:** Use A/B testing and quantitative tools (e.g., Google Analytics) to assess channel performance and optimize for impact, cost, and speed.
- **Value Communication:** Support the full partner journey, from initial calls to product demos and closing, iteratively refining the value proposition based on real feedback.

Track 2: End-Customer Acquisition Strategy

Build a robust customer acquisition engine to enable partners to market their new solution to end customers.

- **Marketing and Education:** Create engaging materials to help installers educate and engage end-customers (e.g., social media kits, landing pages, interactive explainer and testimonial videos).
- **Sales Tools and Materials:** Develop digital tools and ready-to-use templates to support the customer acquisition journey.
- **Conversion Optimization & Field Testing:** Implement and test your solutions together with pulse partners in the field. Use analytics and partner feedback to iterate and fine-tune your work.

Why join us?

- **Learning:** We built pulse Energy to become a defining company in Europe's clean energy transition. You will be in a fast-paced environment with true ownership, real-world exposure, and rapid learning cycles.
- **Network:** Gain access to our extended network, including CDTM, Manage and More, Stanford, and top-tier venture capital firms for future internships, working student roles, or full-time opportunities.
- **Culture:** We think in first principles, act quantitatively, and work on problems that matter. We choose our team carefully. Once you're in, we trust you fully. We are ambitious and idealistic, with open communication and efficient execution as we unlock residential homes to become Europe's largest Virtual Power Plant.

Application

Please send an email to jochen@pulse-energy.eu with contact.dm@mgt.tum.de in Cc, including (1) the CV of each team member, (2) your ideal start date, and (3) your chosen track. We don't need cover letters. Instead, give us two numbers for each team member, rating yourself from 1 to 10 for (1) capability and (2) willingness to execute the required tasks.