

Project Study: Data-Driven Business Model Innovation for Robotics Start-up

AIINA-ROBOTICS.COM



The Company

Aiina Robotics is a pioneering startup developing intelligent, modular robots designed to enhance productivity and address labor shortages in the construction industry. We are a team of four co-founders from TU Munich with diverse backgrounds in engineering, robotics, computer science, and business. Recently, we won the first place at the IDEAward, and we're aiming to scale quickly, preferably with you 😊.

You!!



Your Benefits

- ✓ Responsible tasks with a high degree of autonomy
- ✓ A steep learning curve, offering the chance to grow professionally
- ✓ Become part of us and work directly with and learn from the founding team

Application criteria

- Enrolled at TUM
- Teams of 2-5
- Submit your CV including a short motivational text, your ideal starting date and team setup to [Lena-Marie Pätzmann: lena.paetzmann@aiina-robotics.com](mailto:lena.paetzmann@aiina-robotics.com)

The Deliverables

- Analyze which **construction tasks** and sites benefit most from robot-collected data (with interviews)
- Develop an economically viable **business model** for the identified task(s) and calculate the market size
- Identify the required **infrastructure** to support data-driven operations

The Project Study

Investigate whether a business model extension from hardware (selling & renting robots) to data analytics, similar to ProGlove's transition, makes sense for robotics on construction sites. Focus will be on whether robot-collected data provides valuable insights, and if so, how these insights could be monetized. The analysis will be based on **Customer Value, Economic Viability, and Technical Feasibility**.