



NEOSTOVE BV

## GRADUATION THESIS ASSIGNMENT: Strategic Product Design

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### About Us:

NeoStove is an award-winning YES!Delft start-up building SpacePan - world's most efficient, rocket engine inspired, cooking pan that captures double the amount of heat from your gas stove compared to a regular cooking pan.

The SpacePan offers users a variety of benefits:

- 50% gas reduction & CO2 emissions
- Higher cooking temperatures
- 2x faster heat-up time
- Lightweight & robust

### Challenge:

We are actively seeking a dynamic SPD thesis student who can design a robust market entry strategy to help us put our product in the market most effectively, and achieve the milestone of selling the first 1000 SpacePans in the Netherlands by end of 2024.

### Key tasks

- Perform customer/market segmentation
- Perform customer problem interviews
- Identify launching customer and solution requirements
- Craft commercialization strategy for our innovative cookware technology
- Test strategy by designing and launching a marketing campaign
- Share your key learnings and takeaways via a report

**Required Profile:**

- Master's student Strategic Product Design
- Strong communication skills in Dutch and English
- Passion for cooking is a huge plus
- A problem-solver with a creative and analytical mindset
- Entrepreneurially spirited, ready to take-on challenges

**Practical Details:**

- Start Date: Flexible (preferably April/May)
- Duration: 6 months (flexible)
- Remuneration: €500 per month + travel expenses
- Location: YES!Delft accelerator, Molengraaffsingel 12, 2629 JD Delft

**Interested?**

Email your interest to [info@neostove.com](mailto:info@neostove.com) now!

***Embark on this challenging journey with us and contribute to shaping the future of sustainable cooking with your strategic design insights!***