ChatChamp offers

**IDP: AI and ML for Marketing Startup**

We believe that the near-term future of online marketing is **messenger marketing** and are developing the tools for it. **ChatChamp** is a Munich-based startup who is revolutionizing the way e-commerce shops are doing their marketing. **ChatChamp** is a SaaS, that enables e-commerce shops to use chat (e.g. Facebook messenger) as a marketing & conversion channel. Using **ChatChamp**, shops can automatically send out highly targeted messages to their customers, increasing their sales and boosting the customer lifetime value. We utilize **machine learning algorithms** to send the right message to the right customer at the right time.

**The IDP**

In this IDP you will learn the basics of **online marketing** and you will apply your **computer science** and **machine learning** knowledge to help us improving our product. You will experience real startup life and what it means to work in a fast-moving environment deploying software multiple times per day.

The **project part** could consists of the following work packages:
- Develop our AI-based marketing algorithms
- Optimize our customer onboarding funnel based on data analytics

One of the following **lectures** has to be completed as well:
- TIM: Intro und Entrepreneurship
- Marketing & Innovation

**We are offering you**
- A steep learning curve in the development of **scalable** and **data-intensive** systems
- Innovative technologies on a modern tech stack (Chatbots, Node.js, Webpack, Rails, AWS)
- Distribute your workload freely working in our office or from anywhere you like

**We expect from you**
- Fluency in at least one scripting language (JavaScript, Ruby, Python, PHP)
- Interested in Machine Learning and AI
- And as always you should be highly motivated. :)

We are looking forward to receiving your short and concise application including CV or LinkedIn profile at [dominik.grusemann@chatchamp.io](mailto:dominik.grusemann@chatchamp.io).