

Project Study: Marketing strategy for Auris Ear Training

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Global Center for Family Enterprise
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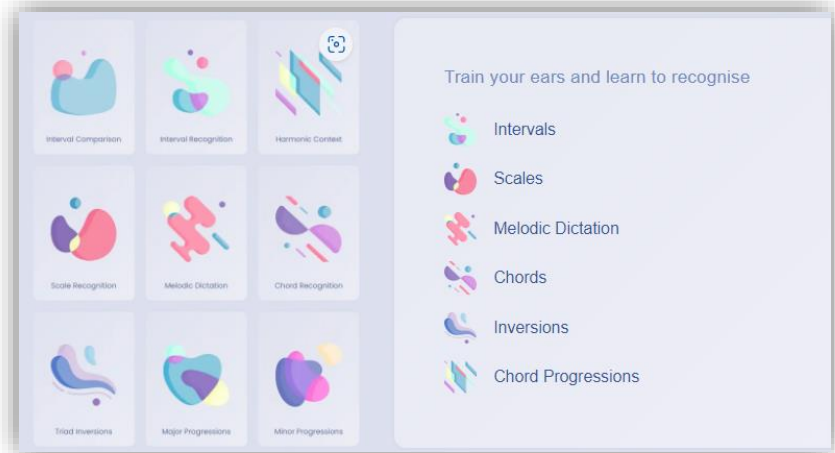


Company/Start-up Description

Auris Ear Training is a cross-platform (Android, iOS, and Web) app designed to be the Duolingo for musicians, aligning seamlessly with the curriculum of the Dutch conservatory we are partnering with. Besides this school, we are in the pre-partnering stage with many European schools to adopt our program for their studies. Aside from reaching out to schools, there may be potential in reaching out to musicians directly.

The app in a nutshell: train your ears and become a better musician by doing short assignments in a gamified environment.

auriseartraining.com



Problem Definition & Aim of the Project Study

Develop a marketing plan for Auris Ear Training with the following subjects:

1. Customer Acquisition Strategy

Analyze different channels (social media, SEO, partnerships, university systems) to determine the most effective methods for acquiring users for our ear training app.

2. Brand Positioning and Competitor Analysis

Position this ear training app against competitors (like Earmaster) using SWOT analysis.

3. Social Media Integration

Develop strategies to promote Auris through social media.

4. Feature To Stand Out

Research what could be a feature (e.g., special function or pricing scheme) giving Auris Ear Training a competitive advantage.

Project Study Tasks/Assignment

Work on a **highly relevant** and **strategic project** with **impact**

Project Study Task: Conduct a competitor analysis and develop a marketing plan for the Auris Ear Training App



Supervision directly by the founder Olivier as well as the chair of Entrepreneurship und Family Enterprise



Benefits for students: Work on a highly relevant real life project & gain valuable experience in the tech startup industry



Application Process

Please send the following application documents **per Email** to **Ms. Sidney Hribersek**:
Please apply directly as a group (3-5 students)

- (1) Letter of Motivation*
- (2) CV*
- (3) Transcript of Records*

Project Start: end of October 2024

Application Deadline: October 23, 2024



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