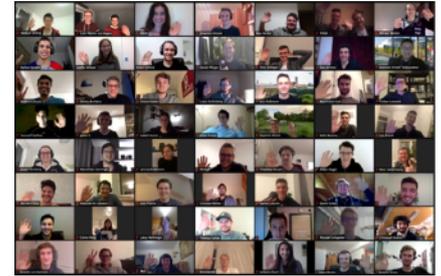


Extending the Online Reach of TUM's Team for New Elon Musk Competition



Background

In July 2020, Elon Musk announced the Not-a-Boring Competition, challenging teams around the world to build a tunnel boring machine that can dig a 50 cm wide and 30 m long tunnel more than 10x faster than current technologies. Given that TUM already managed to win all four SpaceX Hyperloop Pod Competitions, the newly founded student initiative TUM Boring – Innovation in Tunneling e.V. i.Gr. is eager to continue TUM's winning streak in this new competition.

Aim of the Project Study

Currently, we have one responsible member each for our website and social media channels. Considering that our first tweet alone reached over 500,000 users worldwide thanks to Elon Musk personally liking it, we believe that our project has huge potential to establish a global follower base. To achieve this, we want to extend our reach and improve our online appearance. Possible tasks in the project study may include:

- Development of a clear design language across all platforms
- Planning of a social media strategy, targeted towards each platform
- Expanding our presence to new platforms, e.g., Medium
- Thinking of new ways on how to improve our online reach, e.g., SEO
- Organizing the creation of media to be used, e.g., team pictures and videos of the dig site
- Creation of posts, stories, and texts to be used for our social media and website

Motivation

Project participants have the opportunity to gain in-depth knowledge in marketing management. Students will gain insights into the scientific and, in particular, practical work one of the most exciting and fast growing student initiatives at TUM and can learn how projects are set up, implemented, and documented using the example of the project study to be carried out. Given active engagement and good results, **the project students will also be able to travel to the finals in California with us.**

Your Profile

- Creative personality with the ability to create appealing content
- Enthusiasm and interest in the future of mobility
- Conscientious, independent, and reliable working style
- Prior experience with content creation and online marketing preferred
- Prior experience in student initiatives preferred

Interested?

The project study shall be conducted by a concise team of 2–4 students. The core part of the project studies is intended to start by the beginning of March. Participants would ideally be able to stay part of our team until June–August, as we are anticipating the competition finals to take place in these months. If interested, please send your application with a CV (as PDF) and a current transcript of records to projectstudies@tum-boring.com. Applications by teams of 2–3 students are preferred, however, you can also apply alone.

You can also find more information about our project at <https://tum-boring.com>.