

AN OPPORTUNITY TO STEP UP ABOVE THE BEATEN TRACKS

Are you interested in horses and would like to use your combined technical and analytical competence on a real-life business development case for an exciting, new equine product?

(But do not worry if you do not know a horse's mane from its' tail, the main prerequisite is that you have an analytical and structured approach and also are eager to learn more about translating a highly complex technology into a compelling market launch!)

Over the past ten years, Chalmers has established itself as one of the world's leading universities within the area of equestrian-related technology. So far, students and researchers have delivered more than 50 projects, all of which have contributed to a safer sport and increased wellbeing for both horse and rider as well as to increased sustainability.

As part of the Tracks initiative, Chalmers now invites delivery-focused students and alumni to participate in a very exciting go-to-market case. Included in the top 100 innovations by the Royal Swedish Academy of Engineering Sciences, the start-up company VectorizeMove, specialised in the analysis of human and equine gait; will soon launch their Movebeat product. They are looking for a team of delivery-focused and ambitious students and alumni who, as a team, will take on the challenge to support this market introduction.

The project will, for example, include analysis of the business case and investigating value-chains for users – not only in terms of time and money but especially in terms of sustainability.

For instance, who would be the key stakeholders and what would be the combined values within the co-dependent relationships in the equine ecosystem? Are the veterinarians the main drivers in this business case or could it be the farriers and breeders? The rider, owner or maybe the trainer?

Can you quantify how many trees could be saved if the product can be used by the trainer at home and the data transmitted to the vet remotely, instead of transporting the horse to the clinic many miles away? Could you keep the horse injury-free by keeping track of your training techniques? How do you calculate such financial and societal gain? Could this transform the equine ecosystem and impact our future?

This is a unique opportunity to further your competence, learn from your team colleagues and to gain useful knowledge about the various parts in collating a strong business case. Plus, of course, you will have great fun in the process and network with some of the key people within the industry.

You find additional information about Chalmers' Equestrian Track Course [here](#).

<https://student.portal.chalmers.se/en/chalmersstudies/tracks/Pages/current-courses-within-tracks.aspx>

Are you interested in finding out more or registering for the course?

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Last date for registering to this course is 6/4 2021.