



## **Internship offer : International launch of an innovative medical device**

**Key words :** Start up, medtech, marketing, digital marketing, international

**Offer release : Jan 26 2018**

**Area : Marketing**

**Starting : Q2 2018**

**Duration : 3 to 6 months.**

### **Presentation**

Axilum Robotics, a spin-off of ICube research laboratory in Strasbourg, France, is specialized in the development and commercialization of robotic medical devices.

The company commercializes since 2014 a robot to assist psychiatrists and neurologists for brain stimulation. A range extension is planned in 2018

### **Internship project**

Axilum Robotics has developed a second robot for Transcranial Magnetic Stimulation (TMS) and prepares its international launch, particularly in the USA, with a commercial partner

The robot, involving collaborative robotic technology, is intended to automate the TMS procedure by adjusting the positioning of a compatible brain stimulation coil

The objective of the internship is to conduct a strategic marketing reflexion to optimize the new product launch, while building with our partners a marketing and sales action plan, giving a significant importance to digital marketing

### **Required knowledge**

- Marketing
- English

### **Valued knowledge**

- Web marketing
- Capacity to integrate technical concepts

**Expected :** autonomy, proactivity, creativity, rigor

### **Conditions:**

35h/week, gratification to be discussed regarding skills. Location : Axilum Robotics in Strasbourg and Paris. Supervision by company's CEO

### **Contacts:**

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