

Marketing Internship (HBO) — HyperPower B.V.

Location: Bussum, NL (hybrid, with field visits in the Netherlands)

Start window: February 2026

Duration: 20 weeks, full-time

Allowance: €400–€600 gross/month + travel reimbursement (OV or km per policy)



About Us

HyperPower B.V. is a high-tech startup based in Bussum developing next-generation **Advanced Traction Batteries (ATB)** for industrial applications. Our technology combines innovative thermal management, modular architecture, and intelligent control to deliver higher safety, performance, and flexibility.

We're a three-person core team with strong technical and research backgrounds, supported by an experienced **innovation broker (makelaar)** for business development. We're expanding our market understanding to identify where our battery systems create the most value.

About the Internship

You'll help us **map, size, and prioritize markets** for traction batteries and adjacent solutions, and translate findings into practical go-to-market options.

This is **first-hand, field market research**: you will **go in person to customers and market players** to understand their **pain points, decision-making priorities, challenges, and expectations**, and turn these insights into clear recommendations.

Key Responsibilities

- Identify and evaluate **market segments** (size, growth, value chains, key players, regulations).
- Build a **competitive landscape** (positioning, pricing signals, partnerships, differentiation).
- **Plan and conduct in-person interviews** and surveys with potential customers, integrators, and suppliers to capture:
 - pain points and unmet needs
 - decision-making processes and priorities
 - purchase criteria and barriers
- Visit **companies, sites, and relevant events in the Netherlands** to collect first-hand market insights.
- Develop **TAM/SAM/SOM** estimates and **entry hypotheses** (target personas, channels, value propositions).
- Summarize insights in a **structured market assessment report** with recommended **next experiments** (pilot projects, partnerships, pricing tests).

Learning Outcomes

- Apply **desk and field research methods** to a deep-tech / industrial case.
- Translate technical capabilities into **customer value propositions**.
- Produce an **evidence-based market strategy** and present it to founders/stakeholders.
- Practice **professional, face-to-face communication** with external stakeholders and decision makers.

What We Offer

- **Real impact:** your work directly informs our strategy and pilots.
- **Coaching & supervision:** named company supervisor + access to an **innovation broker with 25+ years' experience**.

- **Field experience:** many meetings and interviews will be on-site with companies and market players across the Netherlands.
- **Hybrid work:** combine field visits with focused analysis/reporting days in Bussum and remote work.
- **Startup exposure:** work closely with product and engineering; see how deep-tech decisions are made.
- **Prospects:** strong performance may lead to a **thesis project** or **junior role**.

Who You Are

- HBO student in Commercial Economics, International Business, Marketing, or a related field.
- Curious, analytical, and energized by talking to people face to face.
- Strong communication skills; **English required**, Dutch is a strong plus
- Not afraid to **pick up the phone**, schedule meetings, and visit companies.
- Proactive and organized; able to work independently, make your plan, and hit weekly milestones.

How to Apply

Email contact@hyperpower.nl with subject “**Marketing Internship – Early 2026**” and include:

1. CV (max 2 pages)
2. Short motivation (≤300 words): why this industry, what you want to learn
3. Your availability (Feb–Jul 2026)

Selection process: brief screening call → assignment/interview → offer & school paperwork.

Equal opportunity: We welcome applicants from all backgrounds. If you’re excited about the role but don’t tick every box, please apply.