

Green AI Go-To-Market Strategy

- *Make the carbon footprint of corporate AI use measurable and market-ready*



LOCATION

remote / hybrid

START

Oct / Nov 2026

DURATION

3-6 months

TEAM

3-5 students

Companies can measure their corporate carbon footprint fairly well today. What they cannot measure is the footprint of their AI use. Two companies may report the same emissions while one runs most of its processes on AI models. Green AI is still largely a research topic with few dedicated papers. ecoverity aims to turn this research into a market-ready service by building strategic partnerships and positioning it for regulators.

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Project, deliverables & goals

- Review the current research and regulatory landscape around the footprint of AI use
- Proposal for methods to measure corporate AI emissions
- Strategies for market and public communication
- Plan for pilot projects or strategic partnerships
- Go-to-market strategy report
- Regulatory positioning statement for policymakers
- (Potential draft) for academic publication

final outputs

02

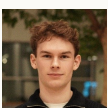
Your profile

- Team of 2-5, mixing business, technology and sustainability
- Interest in working at the edge of research and market
- Able to read papers and turn them into something usable
- Structured, self-directed way of working
- Fluent English, German is a plus

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What's to gain

- Shape a topic that has no established market yet
- Access to our LCA expertise, tooling and network of manufacturers
- Results that feed into ecoverity's strategy, with the option to keep building the venture with us
- Working student position or long-term role after the project



"We look for people who are up for start-ups and want to build with us."

– Tim Weiler, Founder

Apply with CVs and a short motivation, or pitch your own idea

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