Master thesis proposal:
**Business development regarding a Tactical Combat Casualty Care (TCCC) simulator.**

**Background**
In warzones people die from wounds that are possible to treat and survive. Most soldiers will die within 10 minutes and the cause of death is often from catastrophic bleeds. Well-structured training and repetition of skills are essential to be able to save lives in a combat situation as well in a civilian accident such as a car crash.

Tactisim is a newly started company that develops a TCCC simulator primarily directed to be used to mass train and rehearse medical skills in military forces. To develop a simulator aimed towards military organisations indicates long development-times, long verification cycles and, in the end a high cost. Tactisim is currently supported by Almi and Chalmers Ventures.

**Goal Description**
The project's goal is to investigate market opportunities and identify the need for a simulator for TCCC. The work may include talking to presumptive users, customers and other stakeholders to get a better understanding of the market and market potential. The work may also include development of alternative business models and ways to sell and market the product to both end users and customers.

Tactisim will supply the project with adequate training in the TCCC concept. Tactisim will also support the project with initial industry contacts to evaluate and give feedback on the work.

**Suggested Work Process**
1. Perform a literature/market study to investigate existing businesses and business models relating to B2B and B2G sales.
2. Identify relevant market segments and develop business model options, including market sizes and go to market strategies.
3. Prioritize and practically evaluate these alternatives through concrete activities. This may include concrete experiments to test and potentially revise assumptions in pursuit of a validated business model.

**Student Background:** Master's in industrial economics or similar. Experience of or interest sales and marketing is expected, further experience in B2B and B2G sales is highly appreciated.

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