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Master Thesis Program Business & Operations Göteborg, Ericsson

Dear Sir or Madam,

I am in the fifth year of the Knowledge Based Entrepreneurship Master at Handelshögskolan in Gothenburg and I was excited to see that Ericsson offers a Master Thesis Project. I have studied two years of software engineering and 2 years of business development and in this thesis project could combine the two fields. I am currently working with an ICT venture as a part of my studies, where my team and an entrepreneur digitilises processes in the swedish health care. It is very challanging and rewarding business development project. My vision is that this innovation will transform the swedish health care.

I and my friend Jacob Ferlin would like to write our thesis about the networked society in a strategic context. We were in Berlin together on the Startup Safary where Siemens had a lecture about smart cities and how a digitalised city could make our daily life as consumers and the working life of companies more efficient. We both have studied about innovation and structural transformation and we think that digitalisation can disrupt how we live, learn and work.

Throughout my studies, I gained experience with a different range of technologies. In addition to embedded systems, I have worked with mobile and web technologies in many different applications including a mobile games and a social media data miner written in Erlang. I would like to combine my technological skills with an entrepreneurial mindset to come up with new strategic solutions and platforms that companies can tap into. I have experience in analysis as I developed a benchmark analysis for SCA's Tork products. I had the responsibility to order 200+ products for the analysis from 10+ European countries and to structure the information in the database. I also have access to creative ideas through Venture Cup as I have assessed 25+ innovative ideas through my work there.

As a master thesis writer, I would like to learn more about Ericsson and connect the firm's capabilities to a new digital world in a strategic way. As a thesis topic, we are interested in digitalisation, big data and how these relates to strategy and businss models. Thank you very much for your time and consideration; I look forward to hearing from you.

Sincerely,
David M Szabo