






Project Study



KEY FACTS

 **Duration:**
3 months, full-time
(start ideally right away)

 **Location:**
Flexible remote options
+ TUM Incubator (Garching)

 **Team Size:**
2–5 students
(individual applications ✓)

 **Application Deadline:**
April 20

WHO WE ARE

Snaxi is a bold **CPG startup** merging **food tech** with a compelling **brand identity** to redefine snacking.
We craft **savory soul food** you can enjoy anytime, anywhere — rich in flavor and nutrition.

YOUR MISSIONS

A) Consumer Intelligence

- **Strategic Business Development & Market Analysis:** Create the basis for GTM strategies.
- **Quantitative & Qualitative Insights:** A/B testing, CAC/LTV forecasting, to develop DTC strategies.

B) Get the Money (Finance & Fundraising)

- **Financial Modeling:** Build, update, and optimize robust financial frameworks.
- **Investor Exposure & Fundraising:** Support fundraising efforts and due diligence.

WHY JOIN THE SNAXI SQUAD

IN ADDITION TO 12 ECTS
& STARTUP EXPERIENCE

Tangible Output
Create a product you can taste, share, and get real feedback on

Bright Future
Exceptional results = further opportunities (incl. equity options)

Data-Backed Creativity
Analysis & bold ideas to create a new consumer category

True Ownership
High Freedom
= High Responsibility

Bachelor's or Master's students at TUM

Language:
German or English
(German preferred)

Strategic & Conceptual Thinkers
Strong analytical skills

Motivated Self-Starters
You make things happen and learn constantly

WHAT WE'RE LOOKING FOR

READY TO CHANGE SNACKING!?

1. Snack Us Your Application including:

(A) Your CV and (B) motivation; (C) Rate yourself (1–6) on analytical thinking, creativity, teamwork; (D) preferred mission.

2. Perfect Fit

We'll invite you for a quick chat to align on ideas and expectations.

3. Get Accepted

Email: Nic@eatsnaxi.com

Snackable Delight — Sacrifice Free