



Project Study: Market Strategy for a Circular Food Innovation Startup

About Chum Chum

At Chum Chum we upcycle food surplus into functional ingredients and nutritious, circular, and scalable products.

We don't just reduce food waste, we prove that a fairer, regenerative, and profitable food industry is possible.

- We transform them into products ready to integrate into industrial food supply chains.
- We measure impact, reduce emissions, and care for both the planet and its people.

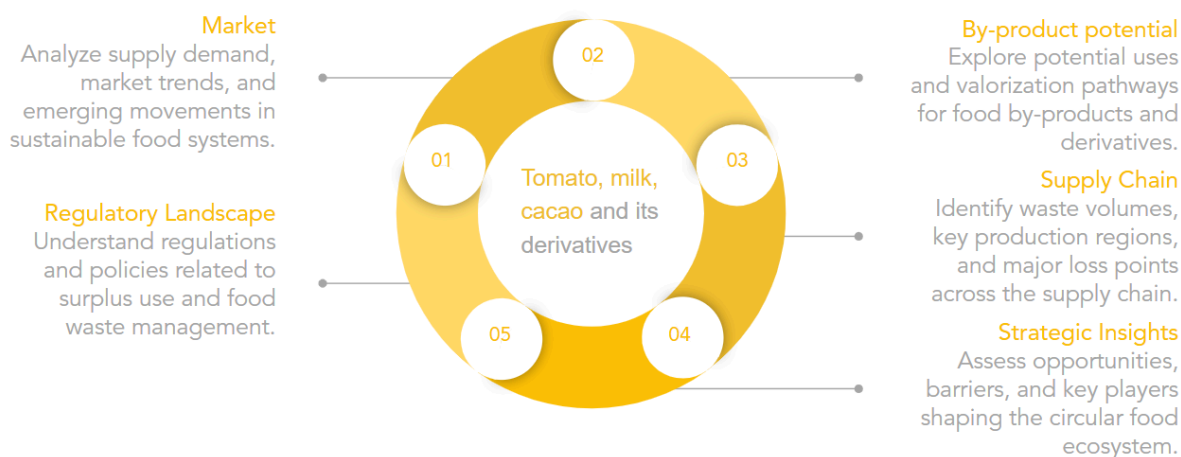
Objective

Analyze the market landscape, including key opportunities and challenges, for ingredients and products derived from surplus cacao, milk, and tomato across Europe and specifically the U.S., and Mexico.

Why join?

Join a high-impact project reshaping the future of food. Apply your skills, gain global insights, and help build real solutions in sustainability—while working with a startup that's proving waste can feed the world.

Research focus areas by product



Who we are looking for

Creative and proactive students passionate about or interested in food innovation and sustainability.

- Experience or strong interest in market research
- Strong analytical and critical thinking skills
- Spanish writing and speaking skills are a plus
- Availability to start in May 2025

Apply now

Send your application to:
josemanuel@chumchum.mx and
fernanda@chumchum.mx

Include a short motivation letter explaining why you're interested in joining the project and your relevant studies and/or previous experience.