



### 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.

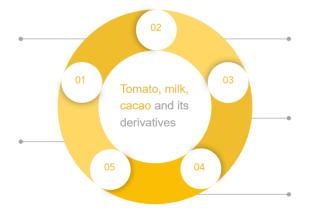
# Why join?

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

#### Market Analyze supply demand, market trends, and emerging movements in sustainable food systems.

Regulatory Landscape Understand regulations and policies related to surplus use and food waste management.



#### By-product potential

Explore potential uses and valorization pathways for food by-products and derivatives.

#### Supply Chain

Identify waste volumes, key production regions, and major loss points across the supply chain.

#### Strategic Insights

Assess opportunities, barriers, and key players shaping the circular food ecosystem.



### 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.