

Project Study @JUSTAKE

Development of a Go-to-Market-Strategy

 3 months full-time or 6 months part-time



ABOUT US

JUSTAKE is a pre-seed FoodTech startup incubated at the TUM Venture Lab FAB offering a clean-label meat alternative that combines a superfood mushroom and the usage of an enzyme-based deep-tech technology to deliver a protein-rich and delicious product with a meat-like texture. The founding team consists of Sarah Schlingloff, Timo Dannenmann and Tim Konow.

Our company values are: Impact-Driven, Passion, Engagement, Health & Well-Being, Transparency



YOUR CONTRIBUTION

1. Conduct market research
2. Develop a marketing strategy for B2B- and B2C-customers
3. Test and implement the marketing strategy
4. Develop an innovative strategy to approach B2B-customers
5. Take part in events and onsite-meetings to represent JUSTAKE



YOUR PROFILE

- ✓ Team of 2-5 students (individual applications are welcome)
- ✓ Entrepreneurial spirit
- ✓ Customer-centric thinking
- ✓ Hands-on mentality, proactive and reliable working behavior



YOUR BENEFITS

- ✓ Impactful mission
- ✓ Entrepreneurial growth
- ✓ Responsibility & autonomy
- ✓ Hybrid work

How to apply

Please submit your resume, letter of motivation and your ideal starting date to the TUM-contact svenja.zoesmair@tum.de. You need more information about JUSTAKE? Then feel free to visit us on [LinkedIn](#), [Instagram](#) and on our [website](#).

Project Study @JUSTAKE

Data-driven marketing and communication concept

 3 months full-time or 6 months part-time



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YOUR CONTRIBUTION

1. Definition and monitoring of key engagement KPIs
2. Design & implementation of data-driven communication formats
3. Piloting a structured CRM newsletter
4. Development of a continuous monitoring model to derive data-based optimization potential



YOUR PROFILE

- ✓ Team of 2-5 students (individual applications are welcome)
- ✓ Digital marketing and communication expertise
- ✓ Strong analytical skills
- ✓ Hands-on mentality and reliable working behavior



YOUR BENEFITS

- ✓ Impactful mission
- ✓ Steep learning curve
- ✓ Responsibility & autonomy
- ✓ Hybrid work

How to apply

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