

Business Model Innovation in Food Tech Scale-ups

Last apply date

2021-11-14

Project work period

Spring 2022

Opportunity type

Master

Subjects

Industrial Engineering and Management, Production engineering

Credits

30 hp

Description on how to apply

See below

Background

Mycorena is a food-tech startup developing a wide range of versatile fungi-based protein products, ranging from products that can be used as a protein additive in smoothies, to products that closely mimic the texture of meat. Situated in Gothenburg, the company officially launched in 2018, with their first pilot production facility opening in 2019. Thus far, the company has primarily worked with other food-tech companies to develop consumer products for sale in select stores. In the coming year, the company is expanding its facilities to Falkenberg, where their first large scale production plant will be situated.

In the past three years, the company has grown from two employees to over 25 employees, entered into partnerships with several global companies, and recently raised over 70 million SEK in funding. The start-up is now entering a scale-up phase.

The Study

This master thesis project aims to explore the process of scaling a new food-tech venture, and investigating suitable business models that incorporate sustainability, and long-term development of the firm. The students are expected to elaborate on these issues together with Mycorena to define the final scope of the study.

The expected purpose of the study revolves around developing a better understanding of how new food-tech firms scale, more specifically, to explore barriers and enabling factors in the start-up to scale-up transition process in order to create the right product-market fit and establish an effective go to market strategy at an early stage.

Gathering of empirical data may be done through interviews with relevant actors at Mycorena and nearby industry partners. The study also entails a literature review to highlight the state of the art in the food-tech industry and the start-up landscape. The study should also include recommendations for future work at the firm.

Qualifications

We are looking for 2 Chalmers students with an interest in organizational development and innovation management. Courses in organizational and management topics are helpful.

Further information and application

Ebba Fröling will be the main contact and industrial supervisor from Mycorena, while the academic supervisors from Chalmers will be Robin Meijer and Maria Elmquist.

Planned start: January 2022

Final application date: 14th of November 2021

Duration: 30 ECTS

If you are interested, please contact Maria Elmquist at the Division of Innovation and R&D Management, maria.elmquist@chalmers.se before November 14. Attach a CV and a short cover letter describing why this project interests you.

This master thesis is made in collaboration between Mycorena and the Division of Innovation and R&D Management at Chalmers.

Contact

Maria Elmquist

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