



## Placement Opportunity

Undergraduate (BA) student: ☒

Graduate (MA) student: ☒

<b>Reference:</b>	Brevel – Business & Marketing Analyst
<b>Company Name:</b>	Brevel
<b>Company Type: (Startup/Mature/...)</b>	Startup
<b>Location: (full address)</b>	Izmargad 16 Qiryat Gat
<b>Duration of stay: (min 2, max 6 months)</b>	At least 4, preferably 6 months

### About Brevel

Brevel provides affordable alternative protein for the food industry which is very mild in flavor and color and blends perfectly well into plant-based products where a neutral protein source is very much needed. We do this from microalgae with a unique technology we developed which combines sugar-based fermentation and a high concentration of light to produce affordable microalgae rich with all the ingredients and functionalities that are only produced in the presence of light.

### Business and Marketing Analyst

As a Business and Marketing analyst at Brevel you will support various marketing activities from market and competitive analysis to identify the pricing level for the company's products.

The perfect job for those interested in entering the alternative proteins and food tech industry.

### Responsibilities and Day to Day work

- Conduct market and competitor analyses for multiple markets such as the Ingredients, Microalgae, and B2B alternative protein markets.
- Conduct pricing and quantities research, review multiple customer meeting summaries to extract desired quantities and willingness to pay, and help create a pricing matrix.
- Assist in creating the company's pricing models.
- Personas research and mapping, within the industry and among chosen customers.
- Examine and embed a new CRM system to support the sales and business development efforts.

- Conduct industry events research, based on agreed target markets.
- The First 2-3 weeks will be dedicated for learning the industry, reading industry reports by GFI, BCG, leading industry websites etc.

#### Requirements:

- Full Professional Proficiency in English
- Independent, proactive, and independent thinker and doer
- Ability to read, review and understand large amounts of data (such as industry reports, websites, social media, etc.) effectively.
- Experience with Google slides or Power point and ability to build coherent decks.
- **Advantage:** Former experience in market analysis jobs
- **Advantage:** Knowledge of the Food and Beverages market, specifically the Plant-based market.
- **Advantage:** Prior knowledge of Market segmentation and targeting

#### Remuneration Details:

- *Due to visa regulations a salary is not allowed.*
- *Lunch will be provided on the company's offices either on Shekef or Qiryat Gat (We are a foodtech company selling alternative protein, so the food is vegetarian or vegan).*
- *Transportation coverage can be provided (train or bus).*
  - *Possibility for a ride from Tel Aviv to the office with one of the company's employees.*