

Bachelor or Master thesis in a Start-up

Franchise Strategy for Insect Recycling – Business Model, Partner Structure, and Scaling Potential



Bildquelle: Hermetia Tech GmbH

Motivation:

Our ecosystems are under pressure: The cultivation and import of conventional feed such as soy or fishmeal strain soils, water bodies, and the climate. Forests are being cleared, CO₂ emissions are rising, and valuable nutrients are lost in linear systems. At the same time, the demand for protein-rich feed is growing. Omnivore Recycling offers a circular solution through the use of insect larvae: Organic by-products from food production are locally transformed into high-quality protein and organic fertilizer. The larvae serve as a sustainable feed source for chickens, fish, dogs, or wild birds – supporting a regional circular economy.

Task description:

The goal of this thesis is to develop a scalable franchise model for Omnivore Recycling's business concept. The core question is how decentralized insect production for the recycling of organic waste can be successfully standardized and replicated through local partners.

To achieve this, the thesis will focus on the following aspects:

- Analysis of the current business model and existing franchise concepts
- Definition of target groups and partner segmentation
- Development of the structure, contract, and fee model
- Competitive analysis and positioning
- Evaluation of profitability and scalability

Die Voraussetzungen:

- Studium der BWL oder vergleichbar
- Motivation, Einsatzbereitschaft und Eigeninitiative
- Interesse an nachhaltiger Ernährung, Landwirtschaft, Tieren oder Startups

Geboten wird:

- Zugang zu echten Daten, Märkten und Pilotkunden
- Praktische Einblicke in ein wachsendes AgriTech-Startup
- Professionelle Betreuung durch ein interdisziplinäres Team

Interesse geweckt?

Senden Sie bitte einen aktuellen Notenauszug sowie Lebenslauf an die unten genannte E-Mail-Adresse.

Ihr Ansprechpartner:

Dr.-Ing. Marius Wenning
Tel.: +49 173 890 22 81
m.wenning@pem.rwth-aachen.de