



## Lyras A/S is looking for students to collaborate with on mapping out our future path within HR, communication and research development.

Lyras is a young company producing and selling a new, innovative and patented cold pasteurization solution to liquid food manufactures (B2B). As a young company, we are always looking for inputs to optimize our profile, and therefore, you have the chance to make an actual impact on our business. We are also flexible in regards to the specifics of your topic and in giving interviews and feedback.

### Topic suggestions

- Investigate bacteria growth rates over time in different liquid foods.
- Gather market intelligence, research demands and find potential new customers by market segmentation.
- How do we create a stronger presence within the mind of the end consumer (B2C)?
- How can we strengthen our onboarding process new employees to assure it being adequate and creates ground for strong collaborations?
- How can our social media strategy be implemented to help create contact with our customers (B2B)?
- From a CSR point of view, what should Lyras focus on in our report?
- Present us the topic you wish to investigate in our business, and we will see if it is at match.

We are located at Gugvej 148, 9210 Aalborg and therefore easy to access.

We expect you to sign a non-disclosure agreement, as we will provide you with confidential data concerning our company and product qualifications, and we will be available for questions etc. at our office and by email. The dialog can be conducted in both Danish and English.

We expect to receive a presentation of the final findings and a report in Danish or English.

Further information can be found on our website [www.lyras.dk](http://www.lyras.dk) or by contacting Ruben Riksted by email at [RAR@lyras.dk](mailto:RAR@lyras.dk)

### About Lyras

Lyras is an up-and-coming green tech company that has created a revolutionizing new way to pasteurize liquid food. This happens by treating the products with UV light, and thereby eliminating 99.9999 % of the harmful bacteria and spores in the product – a process we call cold pasteurization. Thereby, the system can replace the more than 150-year-old method of heat pasteurization and simultaneously the technology reduces by more than 90 percent, which in the end makes for a much greener process.

In 2017, we won several competitions due to our innovative solution, the Green Tech Category at the Venture Cup National Startup Competition, Climate Launch Pad National Competition, Innovation Competition Agro Business Park and Green Tech Challenge.

Read more about Lyras ApS at our website: [www.lyras.dk](http://www.lyras.dk)