



BLUE INVEST

OPPORTUNITIES START
HERE.

Directorate A for Maritime Policy and Blue Economy
EU Commission, Directorate-General for Maritime Affairs and Fisheries

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ABOUT
BLUEINVEST

and then send to the back

Europe's Blue Economy

Europe's blue economy plays a crucial role in supporting coastal communities, creating high quality jobs and growth and in decarbonising our economy

Economists predict that the value of the maritime economy could double in the next decade, especially with the promise of emerging activities combining innovation and sustainability, such as renewable energy, offshore aquaculture or biotechnology.

To fully realise the potential of the blue economy and deliver sustainable economic growth, we need significant investment in innovation.



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Bridging the gap

Access to finance continues to be a challenge for many blue economy SMEs. Especially high-potential but risky ventures find it difficult to obtain sufficient investment funding.

Current EU support instruments are already taking care of large-scale maritime infrastructure and innovation investments

Setting up suitable investment vehicles to close that gap and to blend much-needed investments from private and public sources has now become an important area of the ECs work on Blue Growth.



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The BlueInvest platform

- To facilitate access to finance and support investment readiness for early-stage businesses, SMEs and scale-ups in the blue economy we have launched the 'BlueInvest platform'.
- It supports investment readiness and access to finance for start-ups, SMEs and scale-ups in the blue economy
- It provides a market path for innovation-led projects and initiatives through technical assistance, visibility, network- and opportunity-building
- It connects innovation, investment and impact by supporting technologies that address environmental, social and climate change challenges, and those that impact on greening maritime-based industries



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BLUEINVEST
FEATURES



BLUEINVEST COMMUNITY

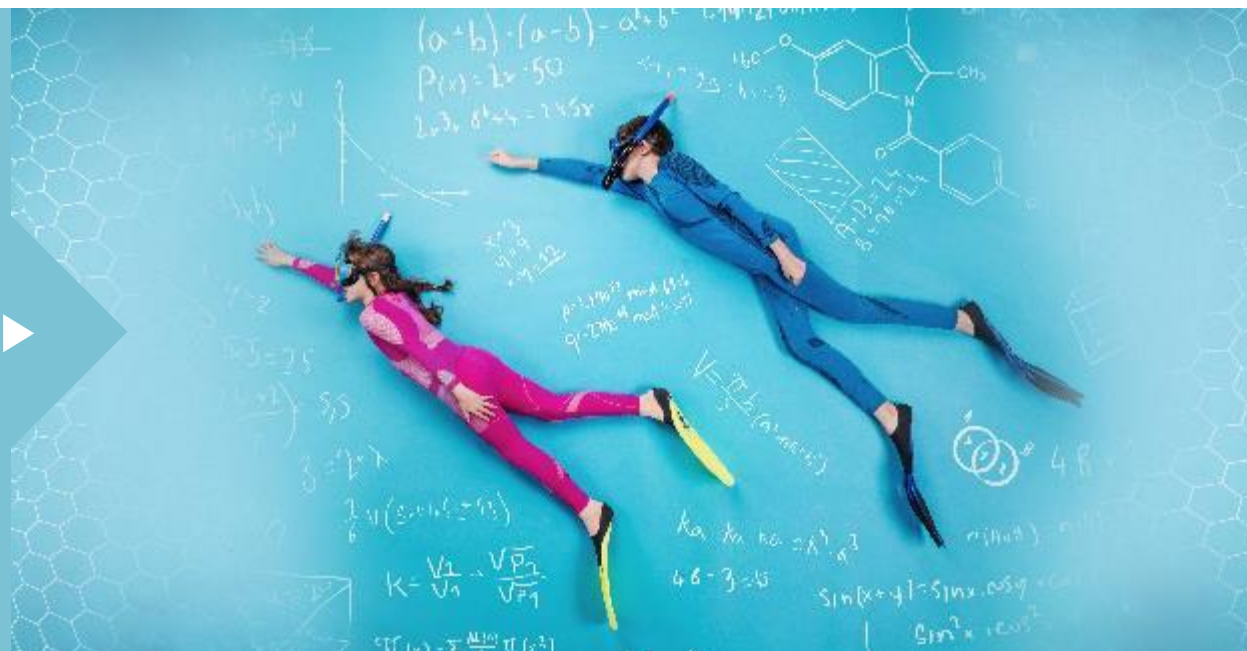
Join the community to meet potential partners and investors, gain access to exclusive events, market intelligence and learning opportunities.

The community is open to entrepreneurs, investors, corporates and innovation stakeholders interested in the Blue Economy. Our content and activities are designed to help start-ups and SMEs with investment and growth prospects.

BLUEINVEST ACADEMY

Digital academy offering capacity-building courses, training events and exclusive webinars to accelerate business for investment, market access and international expansion.

BlueInvest Academy is open to members of the BlueInvest Community. Features include seminars on the latest industry developments and trends, sessions with market experts, talks and speed mentoring to help you with your go-to-market approach.





BLUEINVEST READINESS ASSISTANCE

Exclusive coaching programme for high potential start-ups and SMEs with innovative and sustainable products and solutions for the Blue Economy.

Businesses and projects selected for Investment Readiness Assistance will receive coaching packages tailored specifically to their readiness levels and business objectives. The programme is impact-driven, providing business support to help startups and SMEs build capacities for growth and attract investment.

BLUEINVEST COACH

We are looking for experienced, talented coaches who share our commitment to helping businesses get their most important work done and achieve their goals.



The logo for BlueInvest is displayed in a large, white, sans-serif font. The background features a light blue honeycomb pattern and a silhouette of a group of people at the bottom.

**BLUE
INVEST**

BLUEINVEST EVENTS

BlueInvest events are aimed at business impact. Events feature learning opportunities, knowledge exchange, networking and B2B matchmaking, in formats designed to transform business.

BLUEINVEST PROJECT PIPELINE

See our showcase of innovative projects and entrepreneurs who are shaping the Blue Economy.

Projects will consist of innovative and scalable business ventures from traditional and emerging sectors of the maritime economy.





BLUEINVEST GRANTS

The European Maritime and Fisheries Fund (EMFF) supports the development of innovative services and technologies and awards grants to market- and investment-ready SMEs with innovative products, technologies and services for the blue economy.

The Blue Invest platform will support the EMFF calls for proposals.

The 2019 call will be published on 21 November 2019. It will have an available call budget of EUR 22,505,000.

BLUEINVEST FUND

The Blue Economy Investment Fund is coming soon.



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Readiness
assistance



READY FOR GROWTH

Assistance for investment and market readiness

BlueInvest Readiness Assistance targets start-ups and SMEs with innovative and disruptive technologies and solutions, particularly those linked to environmental, social and sustainable development goals.

A sound business model, clear strategy to execution and a good mentor are fundamental to growing your business. BlueInvest matches you to the right expertise to help you scale up and gain access to finance.

ASSISTANCE PACKAGES

Pre-assistance discovery workshop

Improving execution capacity

*Market readiness, product &
innovation*

*Growth
strategy*

*Corporate
strategy*

Market access and Internationalisation

*Improving investment readiness and
reaching bankability*

*Pitch
doctor*

*Access to
finance*

Digital strategy for Blue Economy

BLUEINVEST READINESS ASSISTANCE PACKAGES

<p>01 Pre-assistance discovery workshop</p>	<p>02 Market readiness, Product & Innovation</p>	<p>03 Corporate strategy</p>	<p>04 Improving investment readiness and reaching bankability</p>	<p>05 Access to finance</p>
<ul style="list-style-type: none"> • Review & Discuss Self-assessment • Company pre-check together with the coach • Feedback on existing strategic plan, sales strategy, product/pricing, management & team, financials, organization, culture and compliance • Fine tune and prioritisation of the identified needs • Revision of the required services • Define concrete next steps for the remaining service delivery 	<ul style="list-style-type: none"> • Product review and validation • Technical mentorship • Business model review and validation • Discover and refine product market fit (<i>apply product readiness assessment</i>) • Identifying and targeting reference customers • Protecting IP: patent, copyrights, design registrations, trademarks, logos, domain names, supporting resources 	<ul style="list-style-type: none"> • Defining your strategy • Vision • Mission • Value proposition • Company presentation • Sales pitch • Goals • KPIs • Business model • Product and service offering 	<ul style="list-style-type: none"> • Assessment of strengths and weaknesses • Essentials of investment business case • Build or fine-tune your business plan • Overview of investors criteria 	<p>1. Get ready for action</p> <ul style="list-style-type: none"> • Review and align financial strategy • Optimize business and financial plan • Define fundraising strategy (equity, debt) • Identify list of potential investors • Documentation overview (e.g. applications, shareholder agreements) <p>2. Secure financing</p> <ul style="list-style-type: none"> • Guidelines for preparing detailed documentation • Selecting & approaching investors • Meeting preparation • Analyse, negotiate and close <p>3. Pitching preparation</p>
<p>06 Improving execution capacity</p>	<p>07 Growth strategy</p>	<p>08 Internationalisation</p>	<p>09 Pitch doctor</p>	<p>10 Digital skills for blue economy</p>
<p>1. Internal dimension</p> <ul style="list-style-type: none"> • Team/management assessment • Organisation design • HR Strategy & execution (e.g. contracts, hiring) • Team building • Tech requirements • Operations (sales, logistics, customer experience) <p>2. External dimension</p> <ul style="list-style-type: none"> • Developing the right partnerships • Outsourcing as a strategic asset • Matchmaking 	<ul style="list-style-type: none"> • Understand the buyer's journey / profile / sales cycle • Product/Service offering • Marketing and sales channels • Lead generation • Identify potential clients, partners and resellers • User experience • Client feedback • Goals and metrics • Efficient sales processes • Tech requirements 	<ul style="list-style-type: none"> • Internationalisation readiness (apply self-assessment) • Asses and prioritise target markets and business opportunities • Preparation for market approach – what to consider – identify clients and partners • Building partnerships in targetmarket • Preparing an internationalisation plan • Matchmaking preparation 	<ul style="list-style-type: none"> • Development of presentation • Communicate with impact • Rehearsals and live feedback 	<ul style="list-style-type: none"> • Impact of digital technologies in the blue economy • Digital trends and opportunities • Digital risks • How to be prepared for digital



LINK IN CAPTION



ARE YOU INVESTMENT-READY?

APPLY NOW TO RECEIVE AN
INVESTMENT READINESS REPORT



STEP 01

STEP 02

STEP 03



**BLUE
INVEST**
**READINESS
ASSISTANCE**

**CHECK
ELIGIBILITY**

**SUBMIT
APPLICATION
& RECEIVE
FEEDBACK ON
YOUR
INVESTMENT
READINESS**

**RECEIVE
TAILORED
ASSISTANCE**
FROM AN EXPERT
COACH, OR
APPLY AGAIN AT
THE NEXT CYCLE

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BlueInvest
events



BLUE INVEST

BLUEINVEST EVENTS

Opportunities start here.

The annual **BlueInvest Day** will gather innovators, entrepreneurs, investors and enablers in the Blue Economy. Concrete opportunities and visibility for innovative business. All BlueInvest Days will be held in Brussels.

Regional thematic workshops will be held across Europe's sea basins for start-ups and SMEs within a specific sector. Acceleration coaching, pitch training and business leads. Workshops are organised as side events within key industry events.



*1st Thematic Workshop
@WindEurope Offshore*

26 November 2019, Copenhagen

An exclusive side event organised at WindEurope Offshore 2019.

For projects, start-ups, SMEs, investors and enablers in the offshore wind and renewable energies value chain.

BlueInvest Day 2020

04 February 2020, Brussels

BlueInvest Day 2020 will bring together high-level representatives

*2nd Thematic Workshop
@Posidonia 2020*

05 June 2020, Athens

An exclusive side event organised at Posidonia 2020.

For projects, start-ups, SMEs, investors and enablers in the shipping and nautical technologies value chain.

*BlueInvest Grants
EMFF Info Day*

25 November 2019, Brussels

Official launch the 2019 EMFF call for proposals. Open to all.

CONTACT THE BLUEINVEST TEAM
And plug into the Community

Join the community:



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THANK YOU!

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www.blue-invest.eu

