

Boosting SMEs investment for a Blue and Green Economy

27/10/2021

@ECOMONDO



**BLUE
ECONOMY
WINDOW**



European
Commission

Introduction

Luca Marangoni
CINEA – Deputy Head of Unit
Sustainable blue economy





Ask your questions via SLI.DO

#BlueInvestgrants

What is CINEA?

EU Climate Infrastructure Environment Executive Agency

- **Set up by the European Commission**
- **Implements EU funding programmes**
- **Feeds into policy-making**



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CINEA portfolio (2021-2027)

€56 billion

**HORIZON
EUROPE**

Climate, Energy, Transport

**JUST
TRANSITION
FUND**



Energy, Climate and Environment

European Maritime, Fisheries and
Aquaculture Fund

EMFAF



Innovation Fund

CEF

Energy and Renewable Energy Financing
Mechanism

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Blue Economy Window 2020 Results



2020 Blue Economy Window call: Results



160 proposals submitted
150 evaluated



28 in step 2 evaluations in 5 panels :
**energy, transport, blue
bioeconomy, seafood
digital ocean**



11 projects selected & signed
Success rate after step 1 = 19%
Overall success rate = 7%



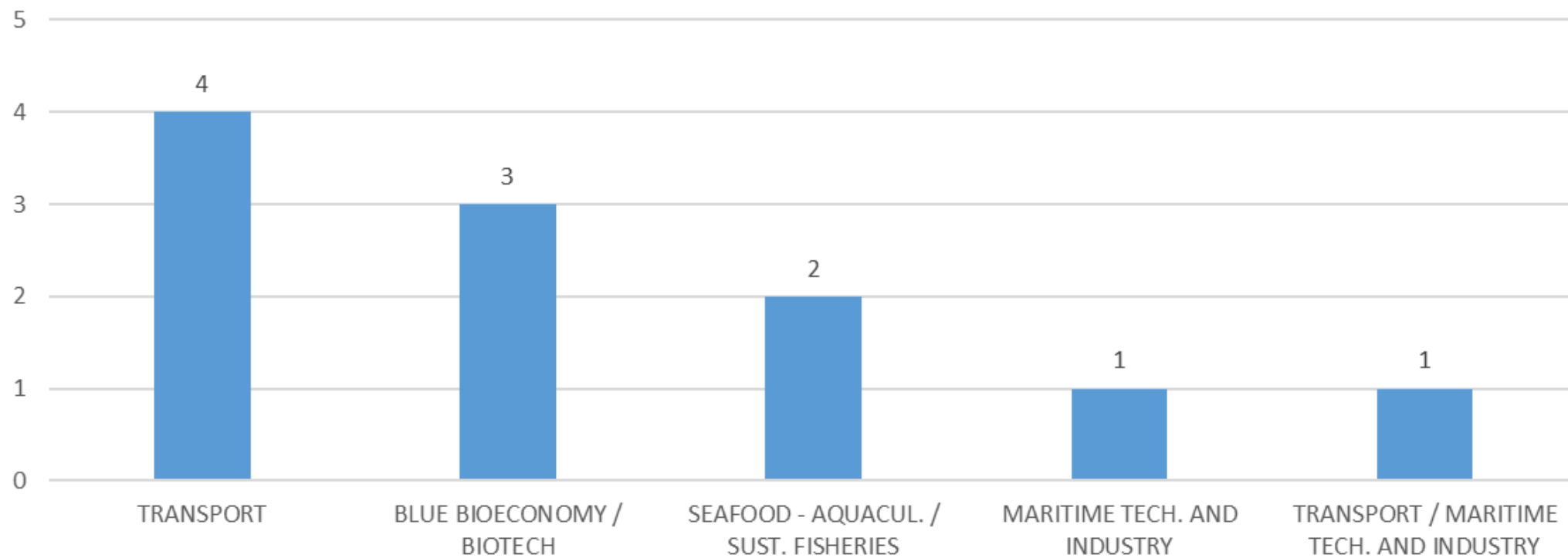
Total maximum EU
contribution:
EUR 20M



Project start dates:
Aug/Sept/Oct/Nov 2021

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Projects per Sector



GEOGRAPHICAL ORIGIN OF SELECTED APPLICANTS (coordinators only)



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WHAT DO WE EXPECT ?

- ❖ Solution closer to market at the end of your project beyond TRL 8
- ❖ Commercialisation strategy and business plan – operationalised
- ❖ Additional effect of the grant - Traction from investors (letter of intent)

-> **take advantage of BLUENVEST services**

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blue-invest.eu

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SMEs grants for the sustainable blue economy

Felix Leinemann,
European Commission, DG MARE
Head of Unit – blue economy sectors,
aquaculture and MSP



BlueInvest Platform

Daniela Cedola
Consulting Director,
PwC



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European
Commission

to the front and then send to the back

Content

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02 Investment Readiness Assistance

03 Events

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PAVING THE WAY
INTO THE
BLUE ECONOMY



and then send to the back

BlueInvest aims to **boost innovation and investment** in sustainable technologies for the blue economy. It is enabled by the **European Maritime and Fisheries Fund**.

- Supports investment readiness and access to finance for start-ups, SMEs and scale-ups in the blue economy
- Provides a **market path for innovation-led projects** and initiatives through technical assistance, visibility, network- and opportunity-building
- 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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FEATURES

BLUEINVEST FEATURES



BLUEINVEST COMMUNITY



BLUEINVEST
EVENTS



BLUEINVEST
READINESS ASSISTANCE



BLUEINVEST ACADEMY



BLUEINVEST
FUND



BLUEINVEST PROJECT
PIPELINE



BLUEINVEST KEY FIGURES



1064

Community
Members



115

Companies completed
the Readiness
Assistance



50+

Companies that received
Readiness Assistance
have been introduced to
interested investors



97%

Satisfaction rate



227

Companies
showcased on
the BlueInvest
Pipeline

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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.

9 Readiness Assistance Cycles for 200 projects

from Aug 2019 to May 2022

Applications are now closed



**Self assessment and
business diagnostic**

**Improving execution
capacity**

**Market readiness,
product &
innovation**

**Growth
strategy**

**Corporate
strategy**

**Market access and
Internationalisation**

**Improving investment
readiness and reaching
bankability**

**Pitch
skills**

**Access to
finance**

**Digital strategy for
Blue Economy**



AREAS OF HIGH DEMAND FOR BUSINESS SUPPORT

Each BlueInvest Readiness Assistance

beneficiary receives three tailored assistance packages based on their needs assessment and business objectives.

Out of 10 assistance packages, three focusing on unlocking access to finance and improving investment-readiness have had the highest demand.



Access to finance



Improving investment readiness and reaching bankability



Market readiness, product & innovation



ON THE IMPACT OF INVESTMENT READINESS

"The coach introduced us to a number of relevant investors in the maritime sector and combined with a few we had contact to ended in us securing the round a few weeks ago."

"Our coach has helped us to understand and define our particular financing needs and to establish a timeframe related to them and how to approach."

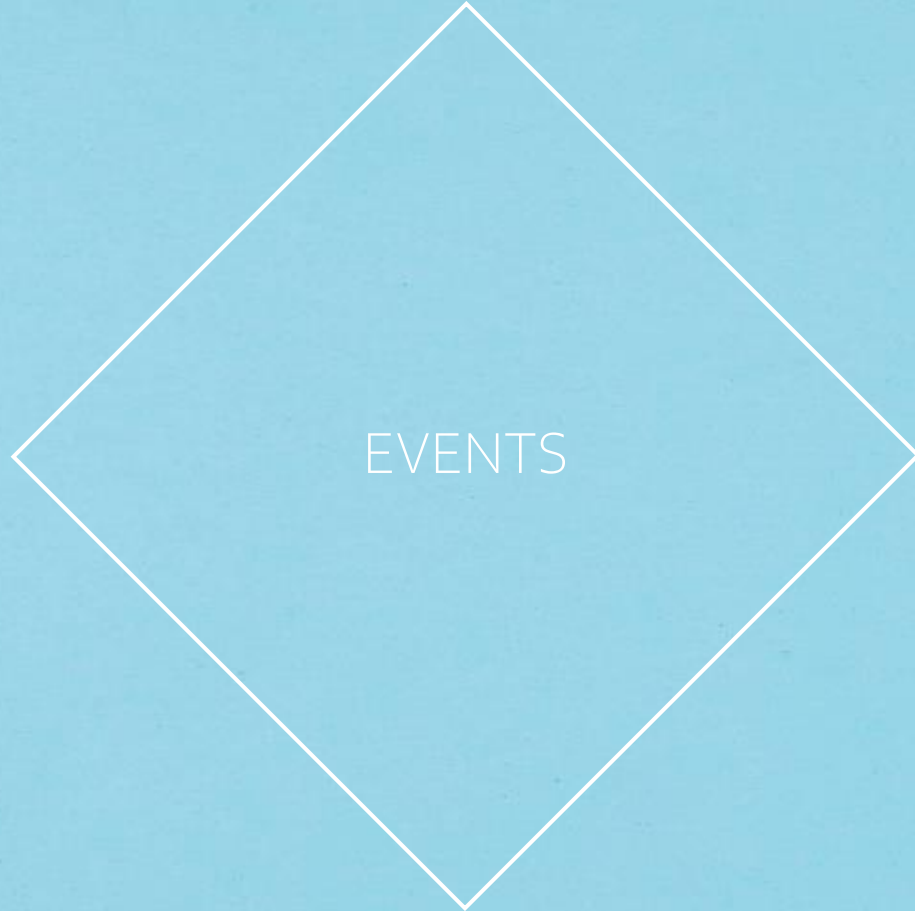
"The investment is not secured, but we are on a shortlist. The fact that we were selected for BlueInvest program helped to convince the investor to take our story seriously."

"We got introduced to a number of business angels and secured an investment of 1.9M USD."

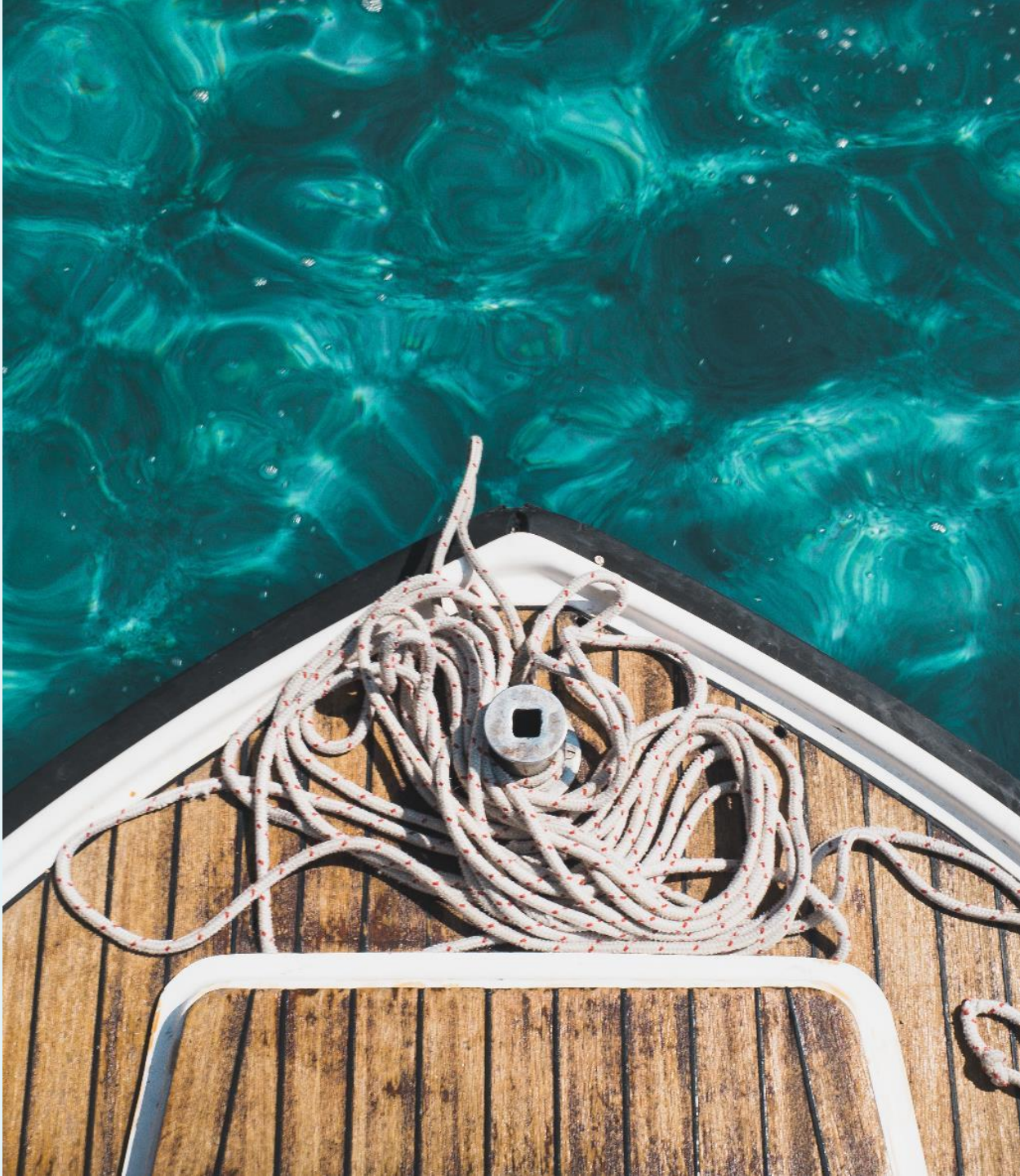
"Choice of coach is clearly vital, ours was particularly good - and I have coached and mentored companies myself"

"Our coaching helped our critical thinking and prompted us to look at seeming opportunities (and risk) more carefully. The coach encouraged us to question assumptions diligently."

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EVENTS



BLUEINVEST EVENTS

Opportunities start here.

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



9th e-Pitch Session with Euroquity (BPI France)

27 October 2021

Co-organised with European business partners and Euroquity. The upcoming edition will be co-organised by the Cleantech Business Angels. 5 selected SMEs will pitch to a panel of investors and industry executives

Thematic Workshop: Green Blue Bioeconomy, Ecomondo

28 October 2021

The thematic workshop will be composed of a panel discussion on market development; reverse pitch for investors; showcase of the LIFE programme and Pitch sessions from companies and projects in the Green Blue Bioeconomy

Thematic Workshop: The Sea and Its Resources, Sealogy

19 November 2021

A one-day thematic workshop shall bring together entrepreneurs, corporates, investors and stakeholders from the Blue Economy to discuss developments in the ocean-based supply chains sector.

Thematic Workshop: Algae Europe

8 December 2021

The Regional Workshop at Algae Europe shall allow EU companies offering sustainable algae solutions to present their innovation to an audience of algae-focused academics, investors and other stakeholders.

Thematic Workshop: Sustainable Boating Industry, BOOT Dusseldorf

24 January 2022

A one-day thematic workshop shall bring together entrepreneurs, corporates, investors from the sustainable boating industry with a focus on green nautical technologies.

BlueInvest Day 2022

25 January 2022 (TBC)

Created to generate concrete business deals and visibility for blue economy investment opportunities. The 2021 edition has successfully attracted over 1300 stakeholders

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PROJECT
PIPELINE

BLUEINVEST PROJECT PIPELINE

Innovative projects that shape the future of a sustainable Blue Economy are invited to be showcased on the [European Maritime Forum](#).

Select initiatives from the EU are presented to investors and stakeholders, allowing them to engage with the project owner for further business development supported by the BlueInvest team.

Over 220+ high-potential projects are currently featured.



BLUEINVEST PROJECT PIPELINE

Innovative projects that shape the future of a sustainable Blue Economy are invited to be showcased on the [European Maritime Forum](#).

Select initiatives from the EU and beyond are presented to investors and stakeholders, allowing them to engage with the project owner for further business development supported by the BlueInvest team.

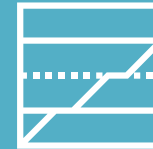
Over 220+ high-potential projects are currently featured.



230
Projects
showcased



15
Sub-sectors Blue
Economy



1-9 TRL
Diverse Technology
Readiness Levels



26
Countries represented,
incl. the UK

EXAMPLE OF BLUEINVEST PIPELINE PROJECT



PROJECT DESCRIPTION

Website



Our idea is to introduce the autonomous drone technology and IoT sensors for surveillance applications in the blue economy, in order to introduce innovation and a tangible added value for different applications. The main idea is to install Hangars for small drones with recharging stations at given places (e.g. port authority premises) and low costs IoT sensors on known places such as protected Marine areas, fish farms, ...) in order to detect access violations or robberies that generally occurs at night time. The IoT sensors and the drone's hangar are connected to the Cloud. If the sensors detect intrusions, they send an alarm to the Cloud intercepted by Drone's hangar. The drone, equipped with a thermal camera, autonomously flies on the given point and opens via cloud a video stream to a remote operator. This idea will benefit of both technologies we master, already at a very high TRL (IoT sensors - TRL 9); Autonomous drone with recharging stations (TRL 7-8)

THE PROBLEM WE ARE SOLVING

Our competitive advantage is represented by the presence with different projects in the communities that are defining the new rules and services for drones operations in Europe (U-space community). Our presence allows us to have a knowledge on the roadmap of the regulations for autonomous drone operations before competitors, by participating directly in the definition of requirements.

TECHNOLOGY READINESS LEVEL



COMMENTS

Topview has a strong R&D group that allows our company to be always 1-2 years ahead from the competitors. The results of R&D activities are directly capitalized in consultancy services or in the creation of new products and mature prototypes with a high TRL (8/9). To achieve the expected growth we are looking for business partners or investors that would help us to scale up one or more identified product(s). That would allow to scale up the business before competitors. Therefore the plan to achieve the expected growth is related to discover and to identify potential investors for the creation of a new company (but also other mechanisms are welcome) focused on industrialization, commercialization and business development.

SUSTAINABLE IMPACT ON BLUE ECONOMY

Reduces carbon emissions ,Contributes to waste reduction, Increases the use of renewable energy resources, Encourages sustainable use of maritime resources

COUNTRY Italy

SECTOR Aquaculture ICT applied to maritime sector
Offshore oil and gas Other

PATENTS 3

BRIEF BIOGRAPHY OF FOUNDERS AND CEO The Company is a family owned business composed by father (Salvatore) an son (Alberto) Alberto Mennella - Innovation Manager - Telecommunication Engineer motivated by a strong passion for the aerospace industry with more than 14 years of experience in different companies. Alberto covered different roles (Chief Technology Officer, Project Manager, System Engineer, Software Developer) having good communication skills and excellent attitude to general problem solving; Alberto is author of several press articles and academic papers in the topic of UAS and GNSS applications and owner and inventor of 3 patents. Salvatore Mennella - CEO - Main job experience (35+ years) was spent in driving R&D groups in several projects in the fields of telecommunication, robotics, energy, aerospace, ICT. He begun as hardware designer inside Olivetti S.p.A., then as R&D Manager inside Italtel S.p.A. Last job experiences as large PV plants designer and CEO inside TopView start up.



TOPVIEW SRL

COMPANY TYPE: Small and Medium Enterprises (SMEs)

COMPANY DESCRIPTION: Our idea is to introduce the autonomous drone technology and IoT sensors for surveillance applications in the blue economy, in order to introduce innovation and a tangible added value for different applications. The main idea is to install Hangars for small drones with recharging stations at given places (e.g. port authority premises) and low costs IoT sensors on known places such as protected Marine areas, fish farms, ...) in order to detect access violations or robberies that generally occurs at night time. The IoT sensors and the drone's hangar are connected to the Cloud. If the sensors detect intrusions, they send an alarm to the Cloud intercepted by Drone's hangar. The drone, equipped with a thermal camera, autonomously flies on the given point and opens via cloud a video stream to a remote operator. This idea will benefit of both technologies we master, already at a very high TRL (IoT sensors - TRL 9); Autonomous drone with recharging stations (TRL 7-8)

2013 12
YEAR OF ESTABLISHMENT EMPLOYEES

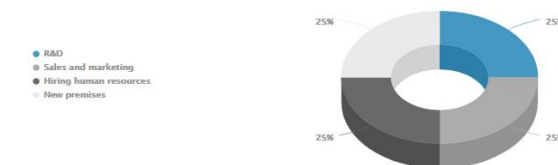


FINANCE NEEDS

€ 1 750 000,00

PLANNED FUNDING USES

Improve our R&D, Sales and Marketing, To hire more resources, New Premises



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INVESTORS



BLUEINVEST Dealflow Newsletter

BlueInvest Dealflow Newsletter #4

Dear Madam/Sir,

We hope you have had a great summer.

In the meantime, our BlueInvest team has planned a series of exciting events for investors, entrepreneurs and Blue economy enthusiasts.

Together with **Forum Oceano** and the **World Ocean Council** we would like to invite you to the next BlueInvest 'Ocean Funds Roundtable' taking place **September 16, 2021**. The event will bring together 5 relevant funds active in ocean investing to pitch their fund and participate in a roundtable discussion.

At the event you will be able to connect with: SeaAhead, The Meloy Fund, Blue Pelican Capital, SWEN Capital Partners and Ocean 14 Capital. Join us September 16 by registering [here](#).

You can also look forward to the **8th BlueInvest online e-Pitch session** taking place on **September 22, 2021**. BlueInvest and Dutch Marine Energy Centre (DMEC) selected five European companies to showcase their innovative solutions in the **marine energy sector**. Learn more about the startups and register [here](#).

Remember that you can register [here](#) as an investor to gain access to our showcase of highly innovative projects on the BlueInvest Pipeline.

Don't forget to have a look at our top 3 technologies reinventing the Blue Economy. Below are our top picks of companies and technologies currently fundraising:



Nido Robotics

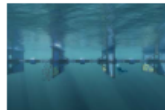
ICT applied to maritime sector
Nido Robotics is a Spanish company that offers underwater robots as a service. They manufacture underwater drones that can perform inspection, maintenance or research efficiently, at very competitive prices, and without putting any human life at risk.

More details in their Pipeline Profile [here](#)

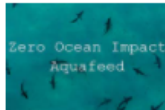
Wavepticon

Blue Energy

Wavepticon is a Danish company with a mission to commercialise a cost efficient wave energy system for electricity production and desalination, replacing the dirty footprint of power generation and assuring clean power and clean water for everyone.



More details in their Pipeline Profile [here](#)



IttInsect

Aquaculture

IttInsect is a sustainable project that aims at eliminating industrial fishing not intended for direct human consumption. This Italian based company is the first to create a circular solution around fish farming supply chain using enriched insect powder to replace 2 million tons of fish meal.

More details in their Pipeline Profile [here](#)

BlueInvest upcoming events:

- **Thematic Workshop: Aquaculture**, Aquaculture Europe 2021, Where: Funchal, Madeira, Portugal, When: 06 October 2021, register [here](#)
- **e-Pitch Session**, Where: Online, When: 27 October 2021, register [here](#)
- **Thematic Workshop: Blue Bioeconomy**, Where: Ecomondo 2021, Rimini, Italy, When: 28 October 2021, register [here](#)
- **Thematic Workshop: The Sea and its Resources (Ocean-based supply chains)**, Where: Sealogy 2021, Ferrara, Italy, When: 19 November 2021, register [here](#)

Best regards,

Renata Peloso
PwC | BlueInvest Team
Email: blue-invest@lu.pwc.com



Showcases the top 3 technologies reinventing the Blue Economy



Latest news for BlueInvest investors



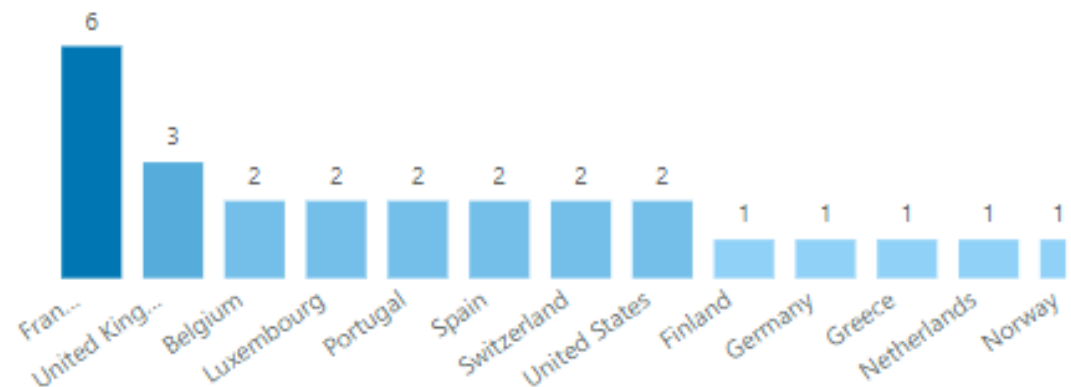
BlueInvest upcoming events

BLUEINVEST DAY 2020

Results of survey of 26 investors who attended BlueInvest Day...

- €684 million committed to the Blue Economy
- Majority were Venture Capital (10 of 26)
- Second largest group are Business Angels & Accelerators (6 of 26)
- The rest are Asset & Fund Managers and Corporate Investors
- Investors represented 13 countries
- The largest group is based in France

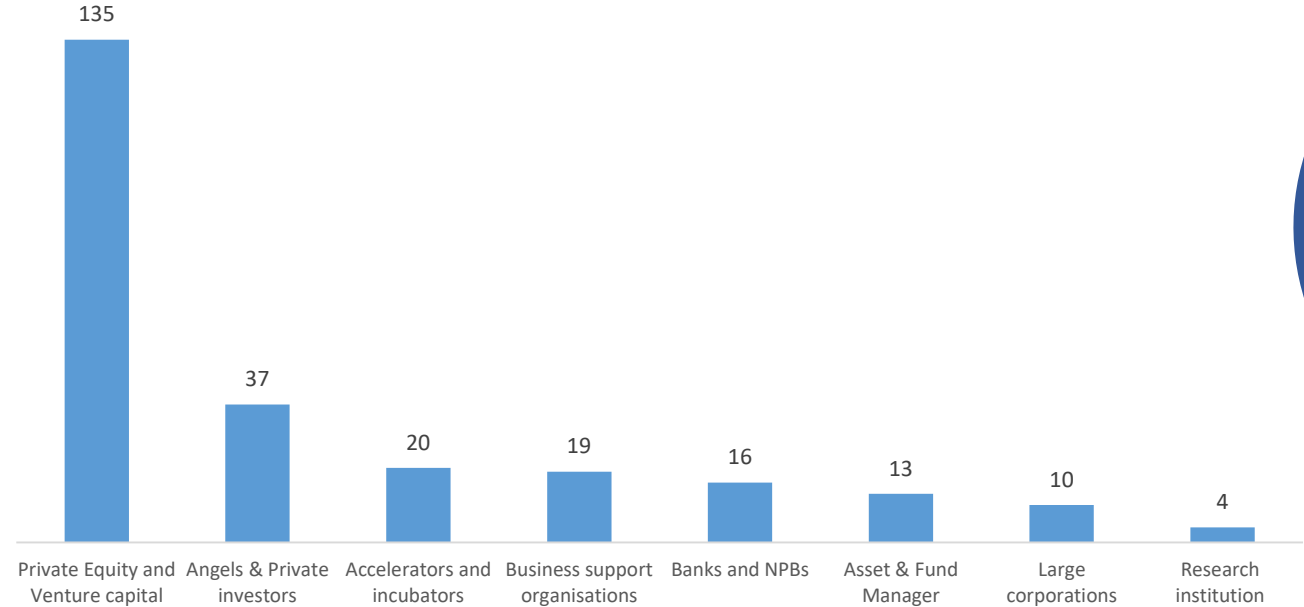
Country distribution



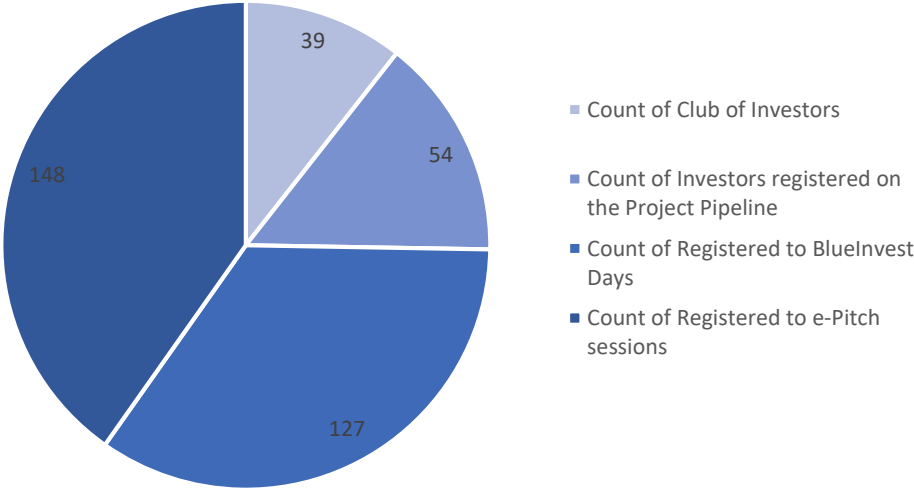
BLUEINVEST COMMUNITY OF INVESTORS

230 unique organisations have engaged with BlueInvest

Investors engaged by type



Investors engaged by BlueInvest feature



BLUEINVEST COMMUNITY OF INVESTORS

BLUEINVEST FUND



Blue Horizon Ventures
Ocean 14 Capital
**Sofinnova Industrial Biotech
Fund**
Good Harvest Fund
Norce Sarsia Ventures

**Open for
Business**

**916 investors active in
Blue Economy related
sectors**

BLUEINVEST GRANTS



Evaluations underway

**€684 million committed
to the Blue Economy by
26 investors who
attended BlueInvest
Day 2020**

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CONTACT

CONTACT THE BLUEINVEST TEAM

And plug into the Community

Join the community:



Contact Information

Email: blue-invest@lu.pwc.com

Website: blue-invest.eu



Ask your questions via SLI.DO

#BlueInvestgrants



**THANK YOU FOR
YOUR ATTENTION**

