



SYNERGIES AND CLUSTERING BETWEEN MARITIME PROJECTS

NEW IDEAS FOR A SUSTAINABLE BLUE ECONOMY

Introduction to post-grant business planning

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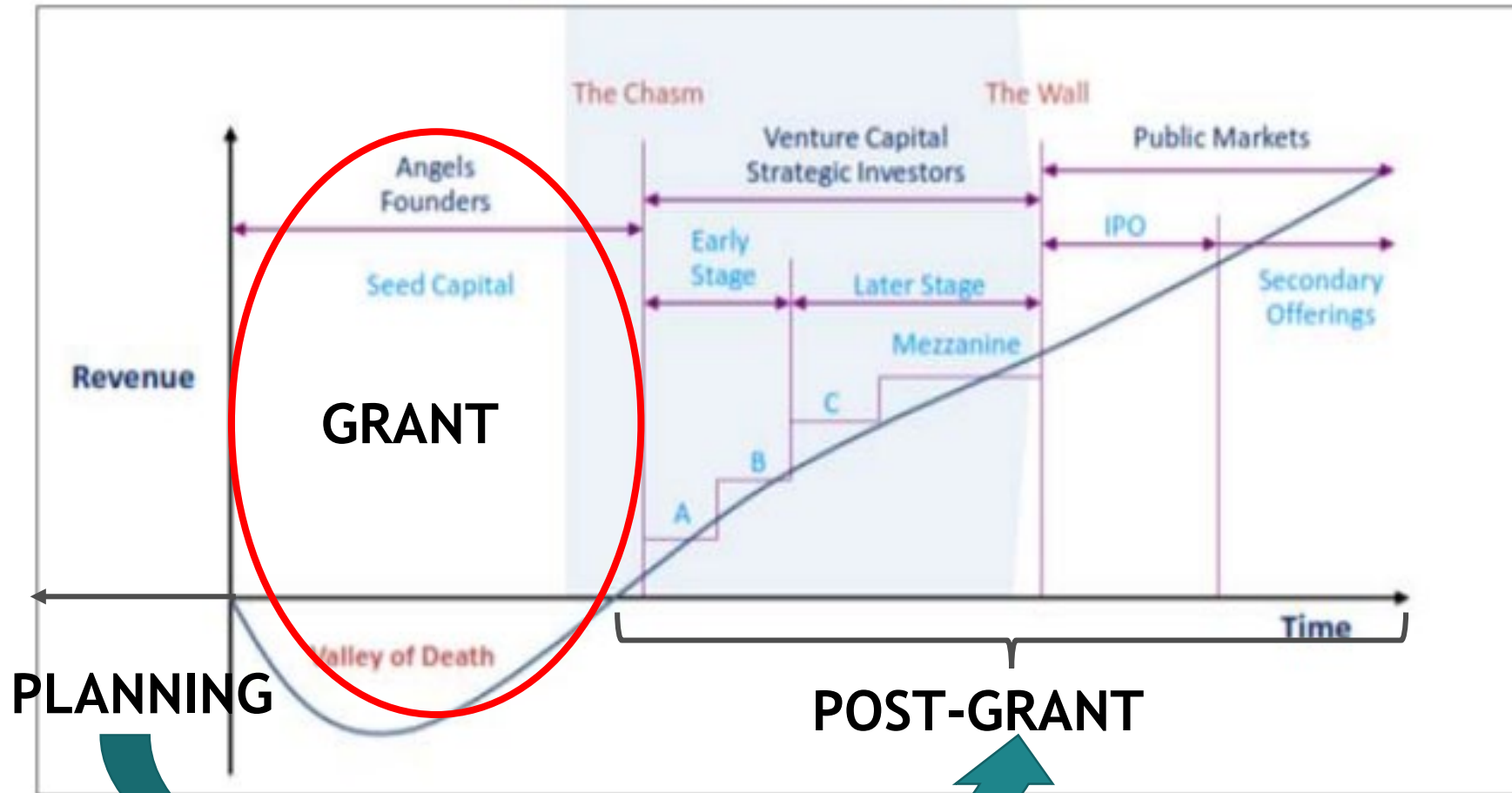
Synergies and clustering

- **Impact of EMFF/EMFAF grants**
- **Success factors**
- **Foster mutual learning**
- **Increase visibility of EMFF projects**



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Figure 48 - Revenue and funding sources



Source: Blue Forward Fund (2018)

- Those who finish their business plans are about **twice as likely to successfully grow their business, get investment, or land a loan** than those who don't
- Those who complete a business plan are **6 times more likely to persist in putting together their business** than those without a plan

«Life is really simple, but we insist on making it complicated»

- Confucius -

Set a goal that goes beyond the grant

3 - Sentence Business Plan

- **Product/service**
- **Marketing**
- **Finances**

Product

- **What is the product or service?**
- **What benefit does it provide and to whom?**
- **What form will it take?**

Marketing

- **Identify a few of the most effective marketing strategies to promote your business**

Finances

- **What are the major sources of revenue?**
- **How will this happen profitably?**
- **When will you achieve financial sustainability?**
- **Do you need to raise money for this? How much?**

Different viewpoints

- The market
- The investors
- The producer

«The best way to predict the future is to create it»

- Peter Drucker -



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