Boosting SMEs investment for a Blue and Green Economy

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@ECOMONDO
Introduction

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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
CINEA portfolio (2021-2027): €56 billion

- **HORIZON EUROPE**: Climate, Energy, Transport
- **Life**: Energy, Climate and Environment
- **CEF**: Energy and Renewable Energy Financing Mechanism
- **Innovation Fund**: (Not explicitly mentioned in the text)
- **European Maritime, Fisheries and Aquaculture Fund (EMFAF)**
- **BLUE ECONOMY WINDOW**
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
Projects per Sector

- TRANSPORT: 4
- BLUE BIOECONOMY / BIOTECH: 3
- SEAFOOD - AQUACULTURE / SUST. FISHERIES: 2
- MARITIME TECH. AND INDUSTRY: 1
- TRANSPORT / MARITIME TECH. AND INDUSTRY: 1
GEOGRAPHICAL ORIGIN OF SELECTED APPLICANTS (coordinators only)
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

blue-invest.eu
SMEs grants for the sustainable blue economy

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

Daniela Cedola
Consulting Director,
PwC
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BluInvest 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.
<table>
<thead>
<tr>
<th><strong>BLUEINVEST KEY FIGURES</strong></th>
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</thead>
<tbody>
<tr>
<td>1064</td>
</tr>
<tr>
<td>Community Members</td>
</tr>
<tr>
<td>115</td>
</tr>
<tr>
<td>Companies completed</td>
</tr>
<tr>
<td>the Readiness Assistance</td>
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<tr>
<td>50+</td>
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<tr>
<td>Companies that received</td>
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<tr>
<td>Readiness Assistance</td>
</tr>
<tr>
<td>have been introduced to</td>
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<tr>
<td>interested investors</td>
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<tr>
<td>97%</td>
</tr>
<tr>
<td>Satisfaction rate</td>
</tr>
<tr>
<td>227</td>
</tr>
<tr>
<td>Companies showcased on</td>
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<tr>
<td>the BluelInvest Pipeline</td>
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READINESS
ASSISTANCE
READY FOR GROWTH

Assistance for investment and market readiness

BluelInvest 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. BluelInvest 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
<table>
<thead>
<tr>
<th>Access to finance</th>
<th>Improving execution capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Self assessment and business diagnostic</td>
<td></td>
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<tr>
<td>Market readiness, product &amp; innovation</td>
<td>Growth strategy</td>
</tr>
<tr>
<td>Corporate strategy</td>
<td>Market access and Internationalisation</td>
</tr>
<tr>
<td>Improving investment readiness and reaching bankability</td>
<td>Pitch skills</td>
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<tr>
<td>Digital strategy for Blue Economy</td>
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</tbody>
</table>
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."

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

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

"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."

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

"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."
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.
<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td><strong>9th e-Pitch Session with Euroquity (BPI France)</strong></td>
<td>27 October 2021</td>
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<tr>
<td>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.</td>
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</tr>
<tr>
<td><strong>Thematic Workshop: Green Blue Bioeconomy, Ecomondo</strong></td>
<td>28 October 2021</td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Thematic Workshop: The Sea and Its Resources, Sealogy</strong></td>
<td>19 November 2021</td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Thematic Workshop: Algae Europe</strong></td>
<td>8 December 2021</td>
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<tr>
<td>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.</td>
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<tr>
<td><strong>Thematic Workshop: Sustainable Boating Industry, BOOT Dusseldorf</strong></td>
<td>24 January 2022</td>
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<tr>
<td>A one-day thematic workshop shall bring together entrepreneurs, corporates, investors from the sustainable boating industry with a focus on green nautical technologies.</td>
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<tr>
<td><strong>BluelInvest Day 2022</strong></td>
<td>25 January 2022 (TBC)</td>
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<tr>
<td>Created to generate concrete business deals and visibility for blue economy investment opportunities. The 2021 edition has successfully attracted over 1300 stakeholders.</td>
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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

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EXAMPLE OF BLUEINVEST PIPELINE PROJECT

PROJECT 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-cost IoT sensors on known places such as protected Marine areas, fish farms, etc. in order to detect access violations orplundering that generally occur 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 a cloud to a video stream to a remote operator. This idea will benefit of both technologies we mastered already at a very highTRL (5/6) sensors - TRL 6/7: Autonomous drone with recharging stations (TRL 7/8).

THE PROBLEM WE ARE SOLVING

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

TECHNOLOGY READINESS LEVEL

2

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 already implemented in consultancy services or in the creation of new products and market prototypes with a high TRL (5/6). To achieve the expected growth we are looking for business partners or investors that would help us to scale up and own a more identified product. That would allow to take the business to higher competitors. Therefore the plan to achieve the expected growth is related to discover and identify potential investors for the creation of a new company (but also other measures 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.
Register as an investor to receive the BlueInvest Dealflow Newsletter that:

- 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
BLUEINVEST COMMUNITY OF INVESTORS

230 unique organisations have engaged with BluInvest

Investors engaged by type

<table>
<thead>
<tr>
<th>Type</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Equity and Venture capital</td>
<td>135</td>
</tr>
<tr>
<td>Angels &amp; Private investors</td>
<td>37</td>
</tr>
<tr>
<td>Accelerators and incubators</td>
<td>20</td>
</tr>
<tr>
<td>Business support organisations</td>
<td>19</td>
</tr>
<tr>
<td>Banks and NPBs</td>
<td>16</td>
</tr>
<tr>
<td>Asset &amp; Fund Manager</td>
<td>13</td>
</tr>
<tr>
<td>Large corporations</td>
<td>10</td>
</tr>
<tr>
<td>Research institution</td>
<td>4</td>
</tr>
</tbody>
</table>

Investors engaged by BluInvest feature

- Count of Club of Investors: 39
- Count of Investors registered on the Project Pipeline: 54
- Count of Registered to BluInvest Days: 148
- Count of Registered to e-Pitch sessions: 127
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
- €684 million committed to the Blue Economy by 26 investors who attended BlueInvest Day 2020

BLUEINVEST GRANTS

- Evaluations underway
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