



OPPORTUNITIES START HERE.

BLUEINVEST

About BlueInvest

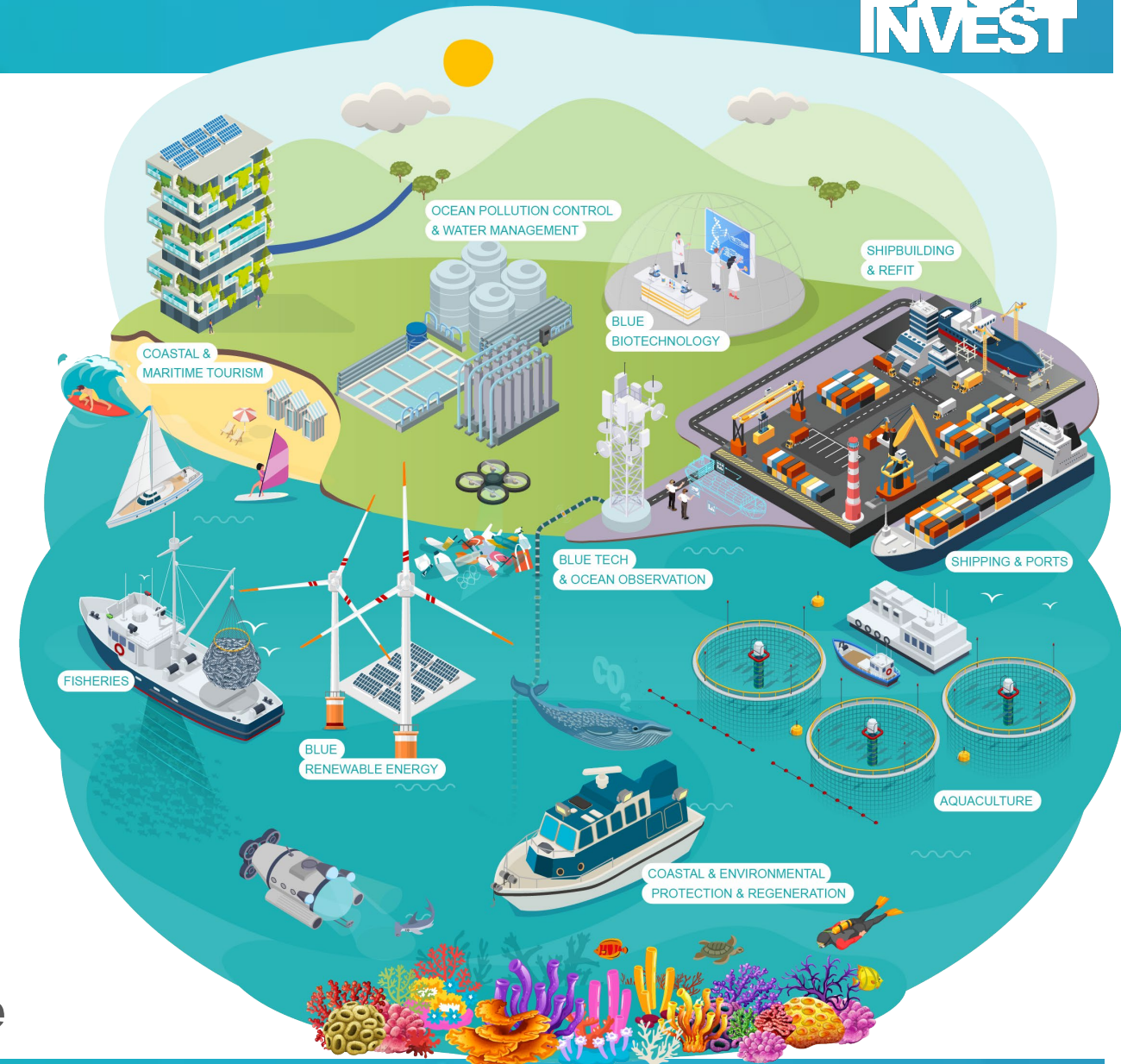
**BLUE
INVEST**

BlueInvest is an EU-funded initiative/platform to boost investment into innovation for the Sustainable Blue Economy.

It provides investment readiness support for start-ups and SMEs active in the blue economy and improves their access to finance.

It targets companies in ten sectors with high potential to support green and digital transition.

It also offers capacity-building for investors guiding them to specialise their investment strategies into the blue economy.



Platform features

**BLUE
INVEST**

BLUEINVEST COMMUNITY

BLUEINVEST EVENTS

**BLUEINVEST
READINESS ASSISTANCE**

**BLUEINVEST
FUNDRAISING ASSISTANCE**



**BLUEINVEST INVESTOR
CAPACITY BUILDING**

**BLUEINVEST PROJECT
PIPELINE**

BLUEINVEST FUND

BLUEINVEST COACH



BlueInvest Companies



COMPANIES

1400+
companies identified and mapped

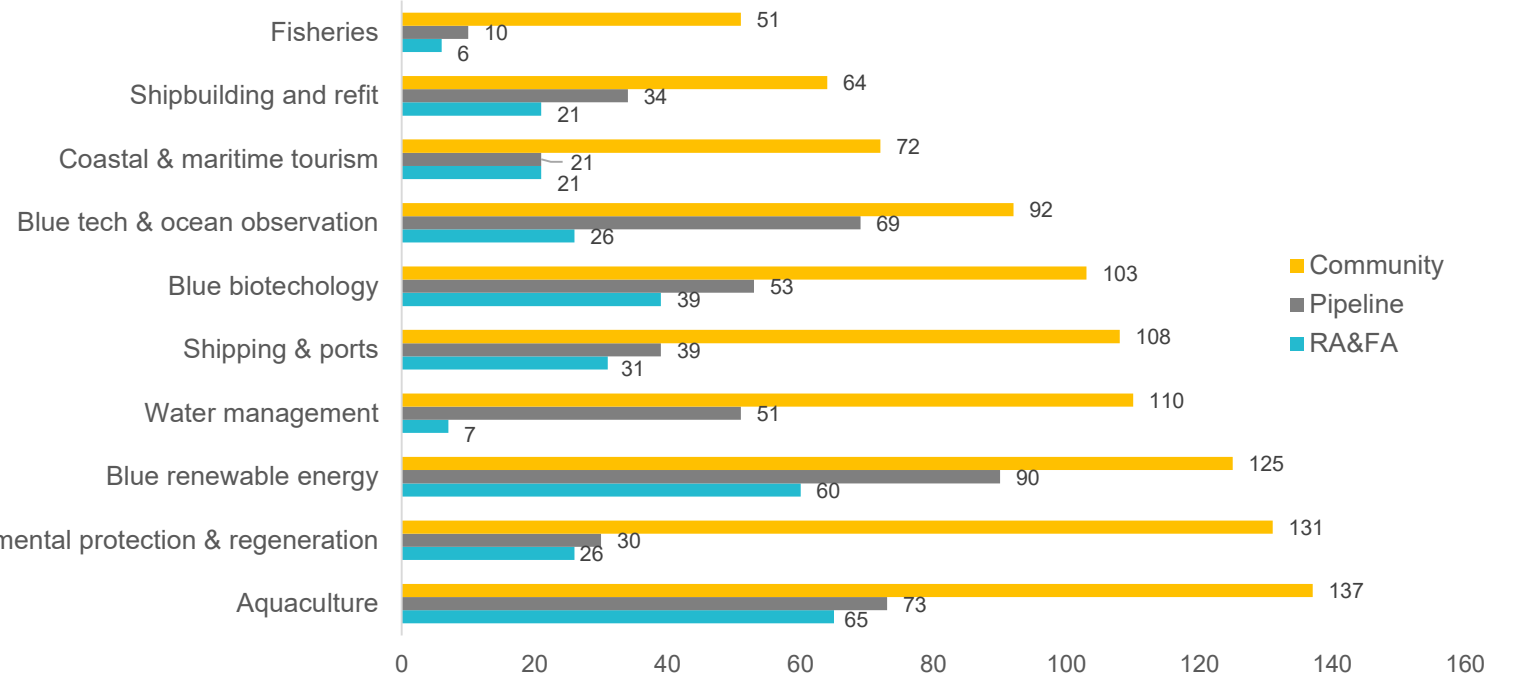
470
in the BlueInvest Project Pipeline*

462
registered in the BlueInvest
Community Platform

292
Readiness Assistance and
Fundraising Assistance beneficiaries

38
BlueInvest beneficiaries secured
financing

Sector | Companies in the Community, Project Pipeline and Assistance programmes



Technology Readiness Level | Companies in the Community



*Projects are currently being migrated to the new BlueInvest Community Platform

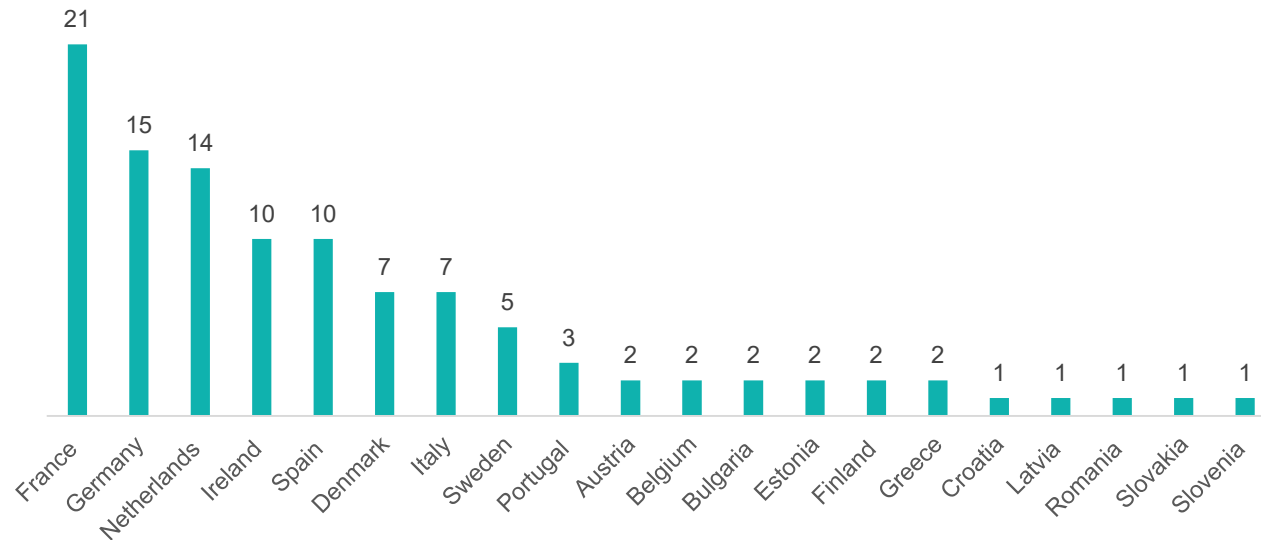
BlueInvest in Blue Renewable Energy



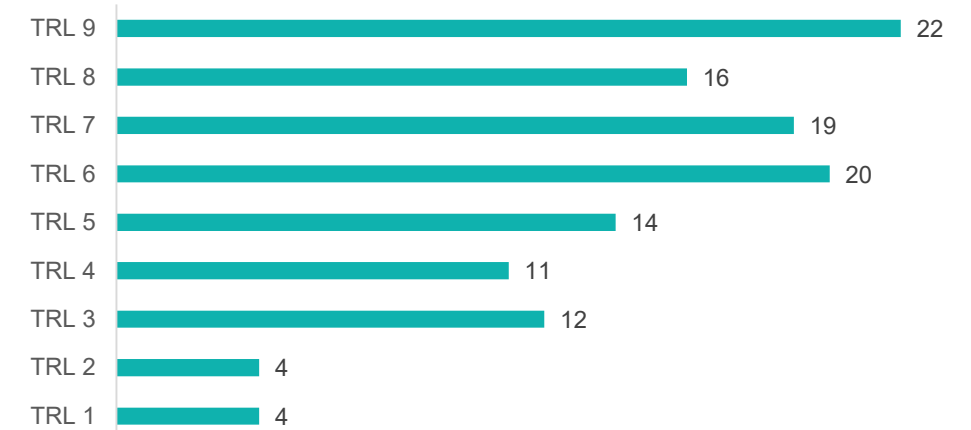
Renewable Energy
in the BlueInvest Community Platform:

- **125** companies from the Blue Renewable Energy sector
- **178** investors investing or interested in Blue Renewable Energy
- **161** stakeholders active in the sector

Companies country distribution



Companies Technical Readiness Level



11 energy start-ups and SMEs secured financing with the support of BlueInvest

BlueInvest in Aquaculture & Fisheries



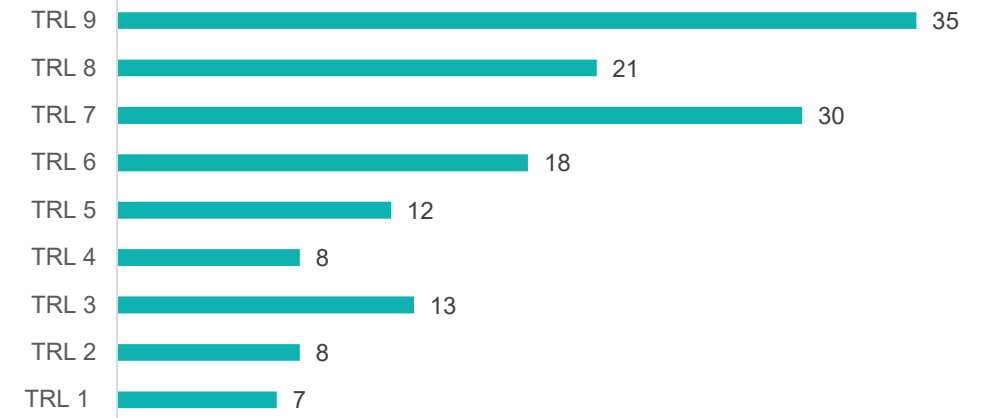
Aquaculture and Fisheries
in the **BlueInvest Community Platform:**

- **158** companies from the Aquaculture & Fisheries sectors
- **169** investors investing or interested in Aquaculture & Fisheries
- **89** stakeholders active in the sector

Companies country distribution



Companies Technical Readiness Level



6 aquaculture and fisheries start-ups and SMEs secured financing with the support of BlueInvest

BlueInvest Investors



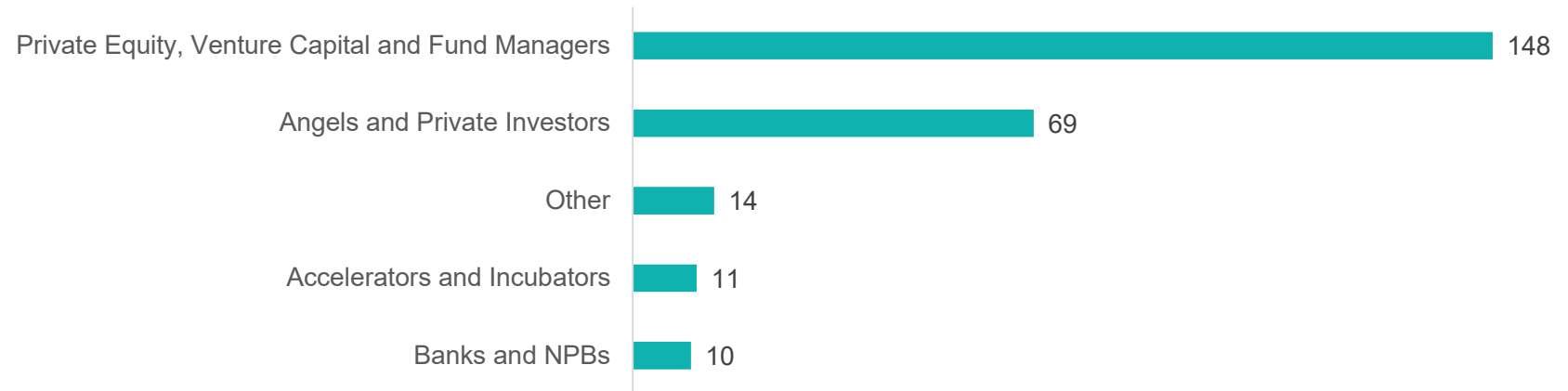
INVESTORS

1240
Investors informed on blue economy opportunities

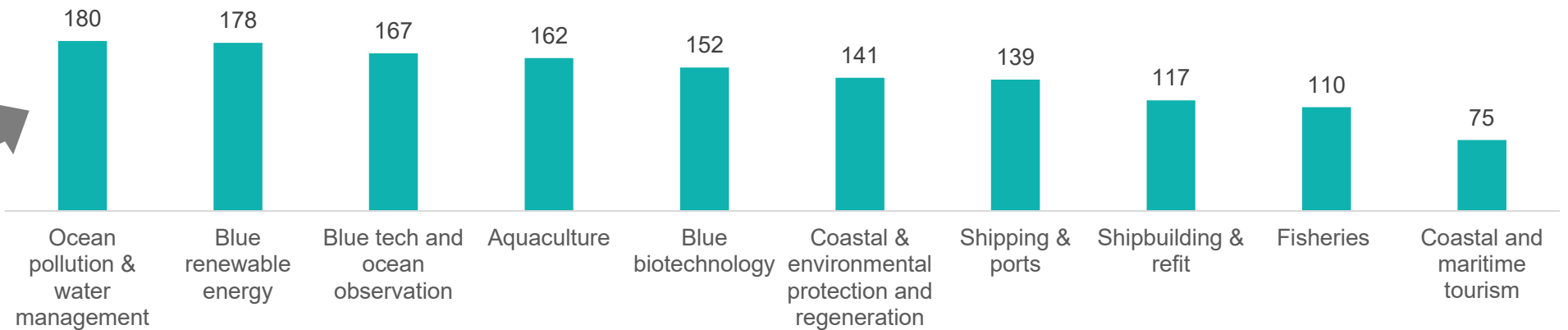
440
Investors engaged with BlueInvest features

252
Investors registered to the BlueInvest Community Platform

Investor type



Blue economy sectors of interest



BlueInvest Assistance Programmes



INVESTMENT READINESS ASSISTANCE

FUNDRAISING ASSISTANCE

OBJECTIVE	Providing tailored coaching and business support to help start-ups and SMEs build capacities for growth and attract investment.	Offering a tailored set of advisory services focused strictly on securing private equity and venture capital finance, with a series of hands-on activities facilitated by investors and investment-readiness experts.
BENEFICIARIES	EU Start-ups and SMEs with sustainable blue economy innovations. 290/300 onboarded	High-maturity sustainable blue economy companies in the EU and secured investment previously. 20/20 onboarded
ASSISTANCE PROVIDED	10 Assistance Packages (2 mandatory and 8 elective)	Service depends on the needs of the beneficiaries (e.g., due diligence, data room, negotiation, etc.)

HOW BENEFICIARIES ARE ASSESSED AND SELECTED

(Ranked by order of significance)



- Market potential & strategy
- Sustainability
- Investment potential
- Product and innovation
- Fundraising experience (for Fundraising Assistance only)
- Company Maturity
- Management potential
- Motivation

Readiness Assistance Packages

AP #1: Pre-assistance discovery workshop:

- Get to know the company, discuss the assessment results and provide a first diagnostic of company's business dimensions
- Fine-tune coaching needs and draft the coaching plan with an emphasis on measurable objectives



AP #2: Sustainability business case for investors:

- Equip the company with knowledge and tools to showcase the positive environmental impact of their solutions, products and technologies to investors in a credible way.
- Convey the environmental benefits of the solution to investors in a credible and quantifiable manner.
- Key value proposition for investors - development of a sustainability business case for impact investors.



AP #3: Corporate strategy:

- Refine the strategy, vision, and mission
- Challenge the value proposition and support the definition of the Unique Selling Point
- Verify the business model, help the company define and fine-tune company's goals and KPIs



AP #4: Operational excellence:

- Verify the company's value chain from sourcing, to production and distribution
- Identify and support the development of strategic commercial partnerships
- Assess the current team structure and skillset.



AP #5: Market readiness, product & innovation:

- Support the company in refining and validating its product fit versus the market needs
- Review the product's business model
- Support identification and targeting reference customers
- Provide technical and IP mentorship, if applicable
- Mainly for early-stage start-ups



Readiness Assistance Packages

AP #6: Marketing & growth strategy:

- Refine the communication strategy of company's value proposition
- Support the analysis of key marketing and sales channels
- Reinforce lead generation strategy and market segmentation
- Guide identification of potential clients, partners and resellers
- Obtain an overview of sales cycle
- Challenge user experience journey
- Support the mastering of client feedback



AP #8: Access to finance:

- Define fundraising strategy (equity, debt)
- Identify a list of potential investors and other financing sources - recommended KPI: 5 potential investors
- Review guidelines for development of documentation for investors
- Define approach for short-listing of key leads, meeting preparation and deal analysis
- Negotiations and pitch presentation



AP #9: Pitch doctor:

- Development of pitching presentation
- Communicating with impact: rehearsals and live feedback.
- Physical and virtual pitching preparation



AP #7: Improving investment readiness and reaching bankability:

- Essentials of business case with a focus on profitability and revenue-generation potential
- Challenge key financial indicators for investors' due diligence (e.g. cash-flows, NPV, ROI, IRR)
- Support development or fine-tuning of the business plan
- Review and align financial strategy with the market plan
- Identify company's financing needs



AP #10: Path to Net Zero

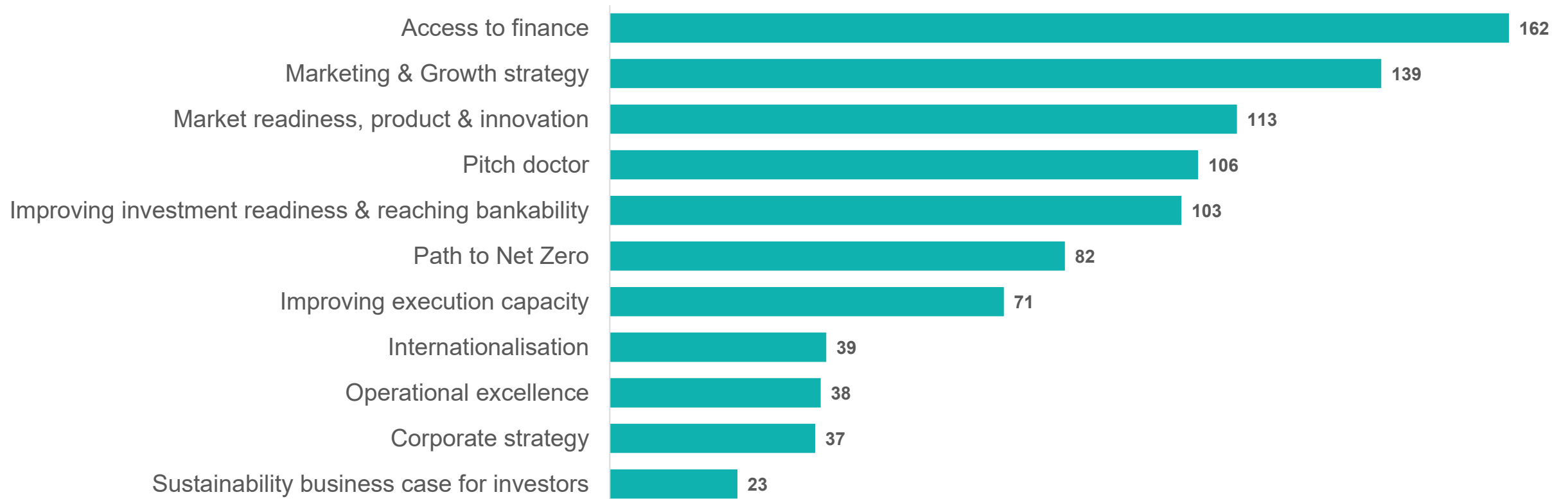
- Verify the company's carbon footprint and outline the action plan for the emissions reduction.
- Develop an action following the measurement of GHG emissions via a calculator: a net zero roadmap outlining next steps to reduce the company's carbon footprint by 2030.
- Improve efficiency at the level of the company's premises, logistics and travel.
- Revise production cycle and supply chain.



Readiness Assistance Packages

An overview of Assistance Packages taken by **290** Readiness Assistance beneficiaries.

Assistance packages distribution

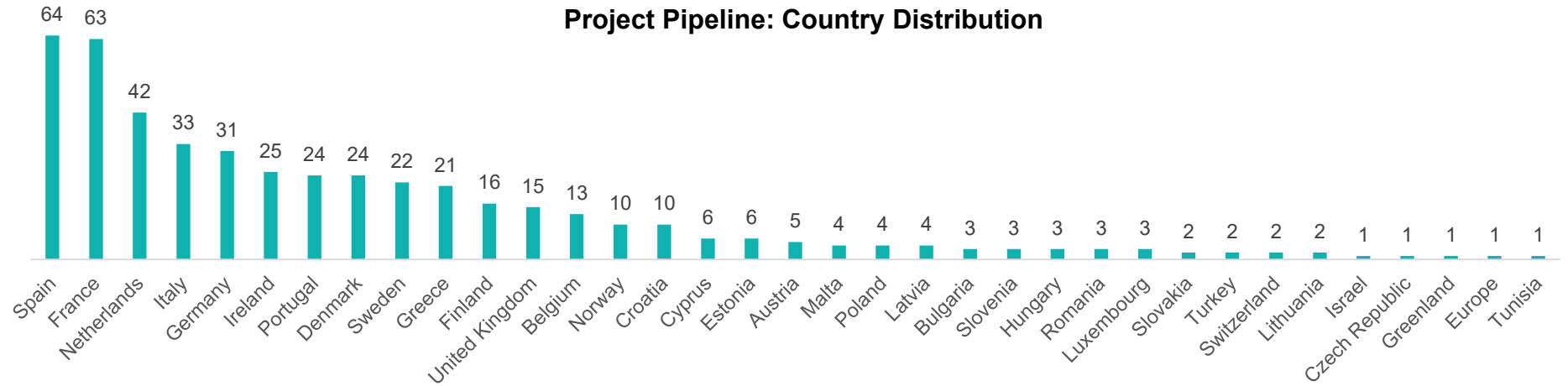


BlueInvest Project Pipeline

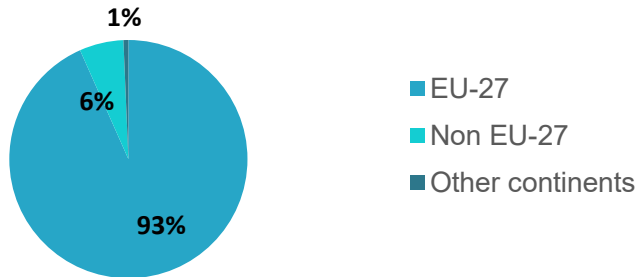


470 Pipeline Projects

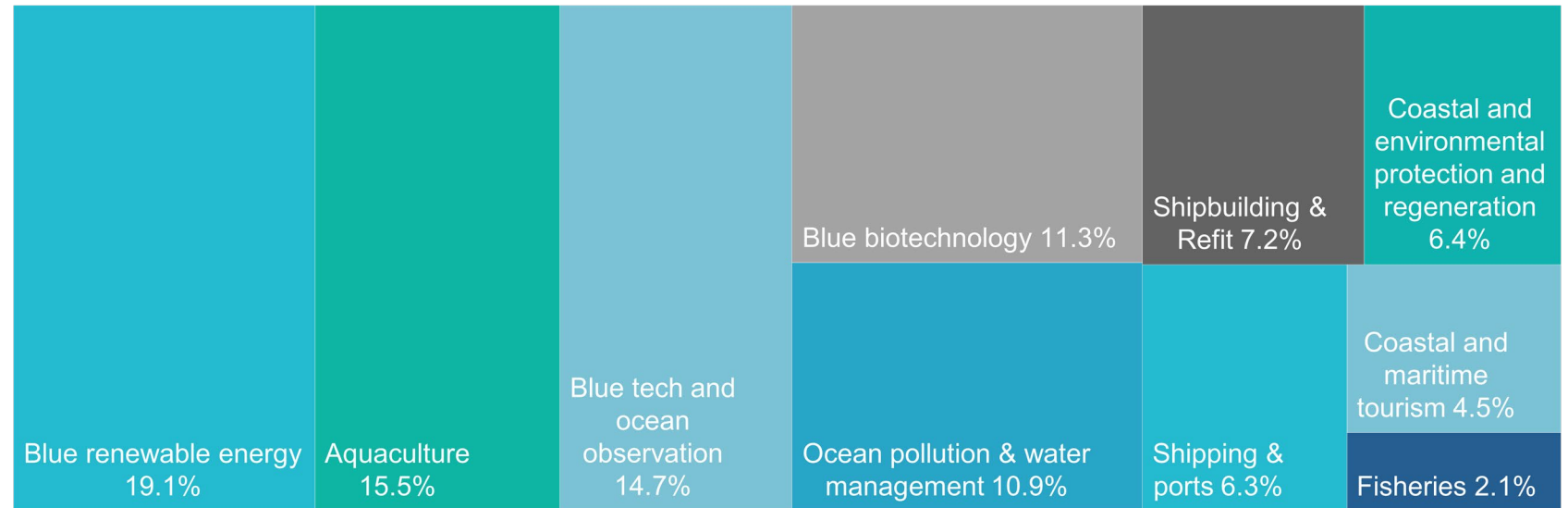
Project Pipeline: Country Distribution



Project Pipeline: Geographic Distribution



Project Pipeline: Sector Distribution



News article | 6 November 2023

AI boosts maritime commerce thanks to Seaber software & BlueInvest

What if there was a way to digitise the marine commerce sector through artificial intelligence (AI) and machine learning (ML)? Seaber, a Finnish maritime software company, empowers ship and cargo owners with advanced tools to streamline commercial planning processes.



News article | 26 June 2023

Data for decision-makers: Sinay raises €5M thanks to BlueInvest support

Sinay is a French start-up specialised in maritime data solutions. It transforms complex maritime data into easily understandable indicators that maritime stakeholders can use to address environmental challenges and optimise operations at sea.

News article | 3 October 2023

Wavepiston and BlueInvest: powering ocean energy solutions

Wavepiston, a visionary Danish startup, is committed to providing unobtrusive, robust, and cost-effective solutions for harnessing the vast potential of ocean energy.



News article | 1 June 2023

Clean energy from water: GKinetic Energy Ltd raising funds thanks to BlueInvest

GKinetic is an Irish startup operating in the sector of hydrokinetic turbines. Its ambition is to improve the existing hydro devices, exploiting tidal energy to offer clean, predictable energy from free-flowing water, with minimal impact on the natural environment.

News article | 18 August 2023

BlueInvest supports '13 Mari': innovation for fuel efficiency

The Bulgarian-based startup 13 Mari develops innovative drag reduction solutions for improved fuel efficiency and cleaner waters. The company received coaching through the EU BlueInvest Readiness Assistance Programme and was able to secure more than USD 500,000 in funding.



News article | 28 April 2023

Sea Rangers sail ahead thanks to BlueInvest

The mission of the Dutch startup Sea Ranger Service is to restore 1 million hectares of ocean biodiversity by the year 2040, while training 20,000 young people for a maritime career.

News article | 31 July 2023

Seasy sails ahead with BlueInvest

The growth of the European recreational boating sector and maritime tourism has spurred the demand for sustainability and innovation. This is where the Austrian-based startup Seasy comes in.



News article | 27 March 2023

Hydro Volta gaining significant visibility thanks to BlueInvest

Hydro Volta is a Belgian start-up that proposes a sustainable method of producing drinking water from seawater, addressing the global water shortage in an economical and ecological way.

For more info and success stories:
https://oceans-and-fisheries.ec.europa.eu/ocean/blue-economy/blueinvest_en

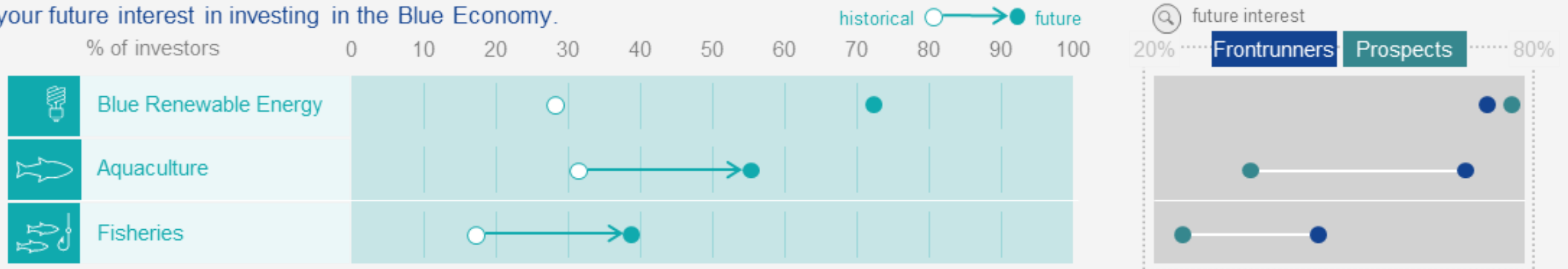
Investor Perspective

A survey with 77 investors conducted for the BlueInvest Investor Report confirms a strong interest in sustainable blue economy among investors. Each plans to invest, **on average, €124.15 million until 2030.**

Blue renewable energy and aquaculture were among the sectors that generated the most interest today, and for which interest will grow. Blue renewable energy registers a rise in future investment interest of **46 percentage points.**

Historical and future interest in each sector*

Question: (1) Please select the option that best describes your current interest in each sector; (2) Select the option that best describes your future interest in investing in the Blue Economy.



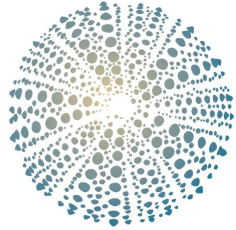
Frontrunners: investors have invested in the Blue Economy in the last 3-5 years and will continue to invest in it in the future

Prospects: investors have not invested in the Blue Economy, but we might or plan to invest in it in the future

Note: *n=77 for historical and future interest; n=46 for Frontrunners; n=30 for Prospects

BlueInvest Club of Investors

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AquaSpark

> Investing in the Future of Aquaculture



**Katapult
Ocean**



**OCEAN I4
CAPITAL**



SWEN
Capital Partners



**ROTTERDAM
PORT FUND**

Forward Fund
blue



INDICO
CAPITAL PARTNERS

ASTANOR

FAROS

mirova
Investing in sustainability

faber

Planet
Ocean
Fund

MER angels

**telos
impact**

**TEC
PIER**

SUBMARINER NETWORK

**NARWHALE
VENTURES**

GOcapital

BlueInvest Investor Capacity Building Programme



Session I: Discovering Blue Economy

Session II: Impact Investment Masterclass

Session III: Unpacking Investment Mechanisms in the Blue Economy

Session IV: Prototyping and Positioning for Blue Economy Funds



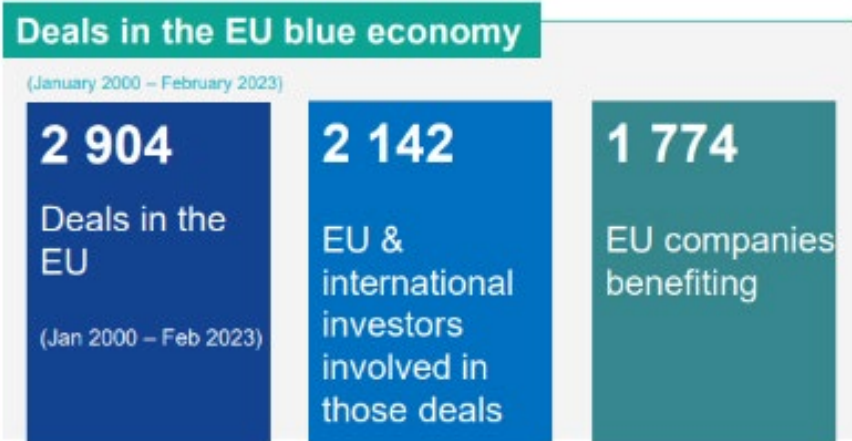
156 investors trained



96% satisfaction rate

Discover the Investor Report – An ocean of opportunities

- Provides market intel to investors on 10 BE sectors
- Highlights investment opportunities in key sustainable technologies.
- Showcases the growth of blue equity ecosystem since 2020



Link: https://oceans-and-fisheries.ec.europa.eu/news/blueinvest-new-investor-report-features-ocean-investment-opportunities-sustainable-blue-economy-2023-03-09_en

BlueInvest Fund: InvestEU Blue Economy



- To address the funding gap for blue economy innovation, crowd-in private investment through risk-sharing and foster the emergence of a blue economy VC ecosystem.
- Launched in 2022 and implemented by the European Investment Fund (EIF)
- Enabled by a top-up thematic contribution of €140 million from EMFAF in 2021-2027, which is matched by InvestEU and EIF own resources.
- The €450 million targeted allocation of EU finance is expected to translate into a total €1.5 billion of equity investments in blue economy markets via financial intermediaries.

The screenshot shows the BlueInvest website interface. At the top right, there are links for 'Data protection', 'Privacy Notice', and 'Cookies', along with a search bar. The navigation menu includes 'Who we are', 'What we do', 'InvestEU', and 'News & Publications'. The main content area features a news article with the following details:

- Title:** BlueInvest: Commission and EIF agree to mobilize EUR 500 million with new equity initiative for blue economy
- Date:** 28 March 2022
- Summary:** At the BlueInvest Days 2022 in Brussels, Commissioner Virginijus Sinkevičius and EIF Deputy Chief Executive, Roger Havenith announced today a new dedicated equity initiative for the blue economy under InvestEU. The initiative will mobilise an additional EUR 500 million of EU funds for financial intermediaries investing in this sector. Commissioner Sinkevičius also announced that the European Commission's successful BlueInvest initiative will continue beyond 2022 until 2026.
- Quote:** European Commissioner Virginijus Sinkevičius, responsible for Environment, Oceans and Fisheries, praised the achievements of the BlueInvest initiative, which in the past 3 years has been highly successful in terms of getting hundreds of SMEs coached and matched with investors. The initiative has led to a large number of financing deals being signed, has strengthened the investment landscape for the blue economy, increased investor awareness and helped bridge the finance gap for blue technology SMEs and start-ups.
- Additional Quote:** He said: "The first phase of the platform acted as an accelerator to foster innovation and investment in sustainable technologies for the blue economy. To further deepen and scale up these activities, we are now launching the second stage of BlueInvest. This will provide an even better service to European SMEs and investors, and more impact to support the

Geographic scope: EU27+Norway+Iceland (InvestEU coverage). Demand driven - no geographic quota. Focused on the EU with margin to invest outside the EU.

NEW: BLUE CHAMPIONS



- New pilot scheme with the EIB to support scale-ups for ocean impact.
- The pilot will **identify 20 high-potential projects with technologies/solutions aligned with the objectives of the EU Ocean and Waters Mission.**
- They will receive EIB Advisory Hub support in view to possibly joining the EIB lending pipeline.
- **Projects have to be aligned with at least one of the Mission objectives: restoring marine and freshwater ecosystems and biodiversity, eliminating pollution or decarbonising the blue economy.**
- **Selection criteria will follow the EIB venture debt eligibility criteria** (SME or mid-cap, investment size above EUR 15 million for scaling-up its technology, product, process or solution, sustainable business model and business plan, etc.).
- **Other selection criteria may relate to market potential and strategy, experience and quality of team, etc.**

Investors are looking for ...

BlueInvest Investors tend to look for...



A clearly articulated **business case**



A clear pathway on **return on investment (ROI)**

And they get excited about ...



Innovative technologies that are impactful and sustainable

In addition, investors tend to look closely at ...

- Team composition
- Business model
- Knowledge of the target market
- Sustainable competitive advantage & intellectual property
- Clearly articulated sales and marketing plans



E-pitching sessions

In each session, 5 innovative start-ups and SME pitching their companies in front of investors and industry experts.

Investors matchmaking events

Matchmaking events fully dedicated to our fund managers and financial profiles.

Thematic workshops

Targeted BlueInvest thematic workshops to bring together entrepreneurs, corporates, investors and stakeholders from the sector to discuss developments in sustainable technologies for the Blue Economy.

BlueInvest Days

BlueInvest Day is the main blue economy matchmaking event in the EU since 2018, bringing together innovators, entrepreneurs and investors.

Upcoming:
BlueInvest Day 2024
07 Mar 2024, Brussels



150+ companies
and **40+** investors
have pitched at
BlueInvest events

See you at BlueInvest Day 2024!

**BLUE
INVEST**



Register Now!



THANK YOU!



Discover
BlueInvest now!



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www.blue-invest.eu
lu-blueinvest@pwc.lu

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APPENDIX

Open fundraising & Investment rounds



Country of Origin: **France**
Target fundraising amount: **50 million EUR**
Investment capacity in the blue economy: **10 million EUR**
Target ticket size: **200k to 2 million EUR**
Target TRL: **5 - 9**
Investment types: **Pre-seed to Series A**



Country of Origin: **France**
Target fundraising amount: **130-150 million EUR**
Investment capacity in the blue economy: **130 million EUR**
Target ticket size: **200k EUR to 10 million EUR**
Target TRL: **5 - 9**
Investment types: **Seed to Series A**



Country of Origin: **Germany**
Target fundraising amount: **40 million EUR**
Investment capacity in the blue economy: **40 million EUR**
Target ticket size: **200k to 500k EUR**
Target TRL: **2 - 9**
Investment types: **Pre-seed to Series A**

Open fundraising & Investment rounds



Country of Origin: **France**
Investment capacity in the blue economy: **55 million EUR**
Target ticket size: **2 to 5 million EUR**
Target TRL: **5 - 9**
Investment types: **Seed to Series B**



Country of Origin: **Portugal**
Target fundraising amount: **50 million EUR**
Investment capacity in the blue economy: **50 million EUR**
Target ticket size: **200k to 5 million EUR**
Target TRL: **6 - 9**
Investment types: **Pre-seed to Series B**



Country of Origin: **Germany**
Target fundraising amount: **150 million EUR**
Investment capacity in the blue economy: **130 million EUR**
Target ticket size: **1 to 5 million EUR**
Target TRL: **6 - 9**
Investment types: **Pre-seed to Series A**

Open fundraising & Investment rounds



Country of Origin: **Netherlands**
Target fundraising amount: **1-10 million EUR**
Investment capacity in the blue economy: **500 million EUR**
Target ticket size: **1 million EUR to >10 million EUR**
Target TRL: **6 - 9**
Investment types: **Seed to Series B**



Country of Origin: **United Kingdom**
Target fundraising amount: **200 million EUR**
Investment capacity in the blue economy: **125 million EUR**
Target ticket size: **1 million EUR to >10 million EUR**
Target TRL: **8 - 9**
Investment types: **Series A to Series B**



Country of Origin: **United Kingdom**
Target fundraising amount: **100 million EUR**
Investment capacity in the blue economy: **100 million EUR**
Target ticket size: **200k to 5 million EUR**
Target TRL: **4 - 9**
Investment types: **Pre-Seed to Series A**

Investors Perspective

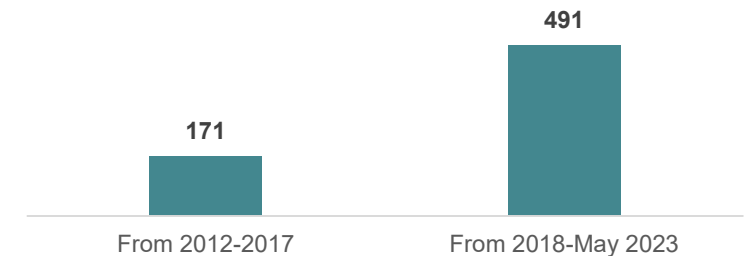
ANALYSIS OF THE DEALS

- Analysis of **589 deals** since 2000 in the blue renewable energy sector.
- Search based on keywords related to innovations relevant to blue renewable energy.
- Deals from pre-seed to IPO stage across all company sizes (excl. stock market transactions).
- Companies based in Europe, Investors worldwide.

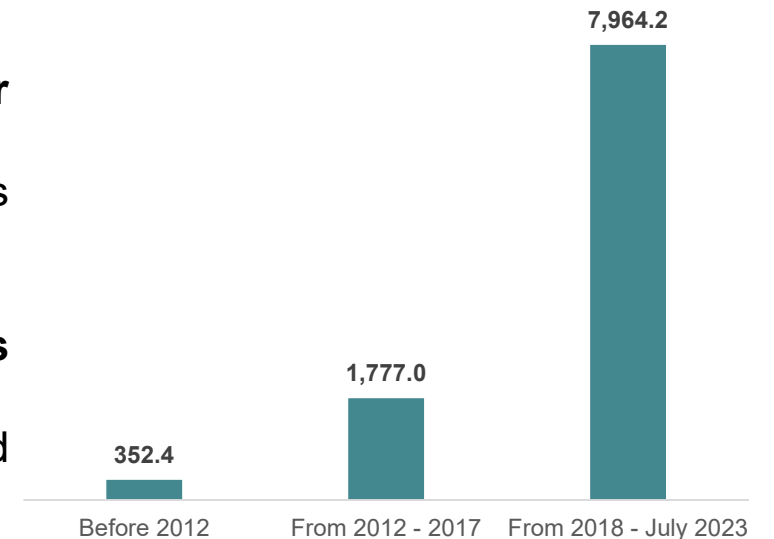
KEY FINDINGS

- Investments of about **€7.96 billion in the last 5 years**.
- Among the Blue economy sectors, blue renewable energy is with the **highest number of deals**, increased interest since energy crisis.
- The average deal size for growth equity investment is **€34.78 million**, shows the sector's capital-intensive nature.
- Most deals occur in **Norway and the United Kingdom**.
- Companies headquartered in **France, Germany, Denmark, Spain, the Netherlands** concentrate more than 62% of deals.
- Deals relate mostly to two technologies: hydrogen derived from renewable sources and digitisation of maintenance processes.
- **+ 320 investors** have entered the sector in the last 5 years.

Number of new investors



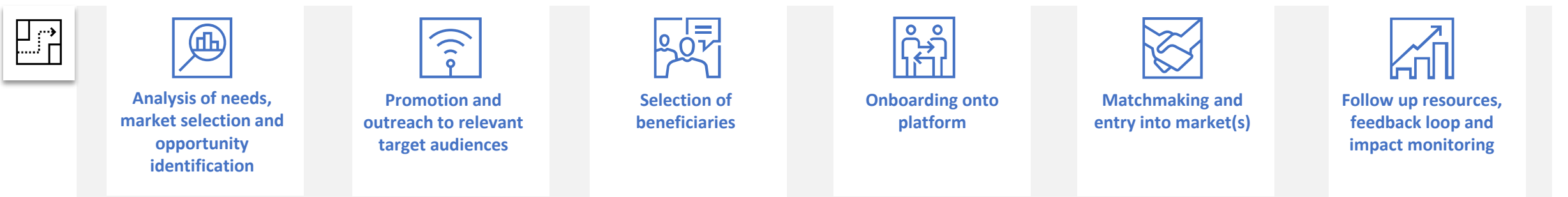
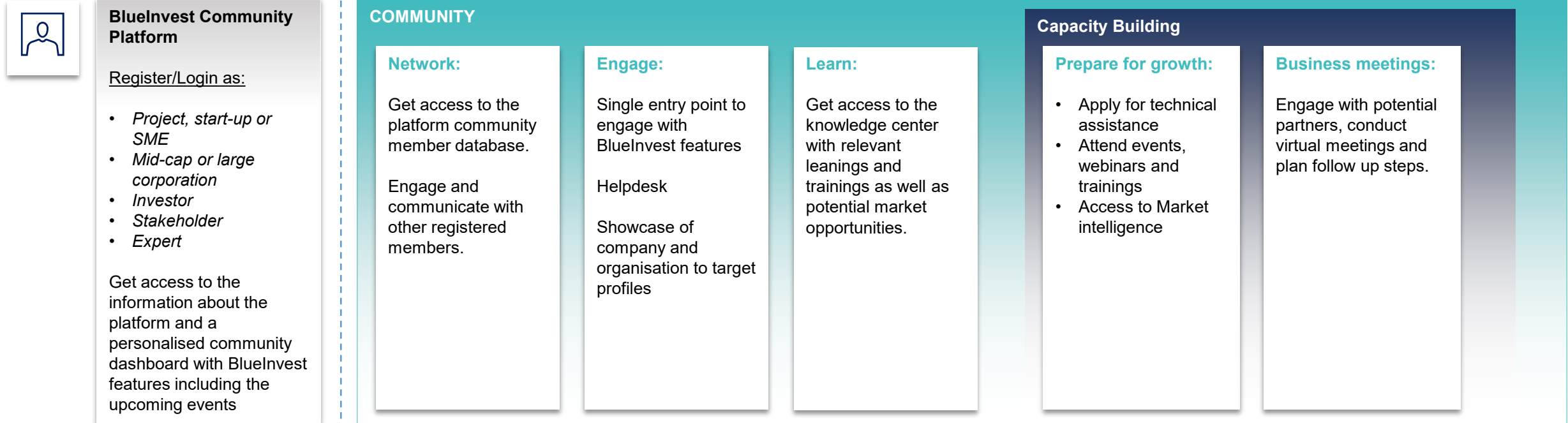
Cumulative investments in million €



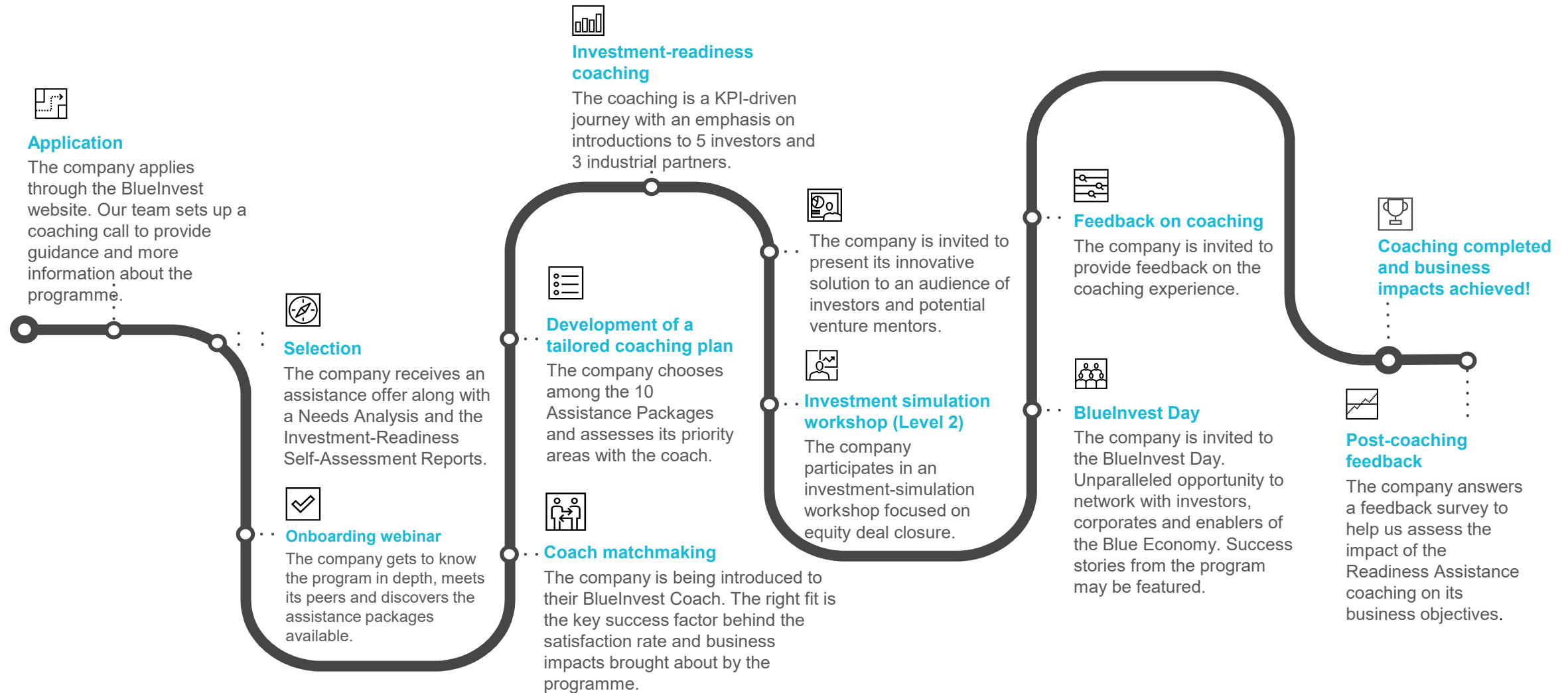
BlueInvest Community Platform User Journey



USER JOURNEY AND PROGRAMME FEATURES



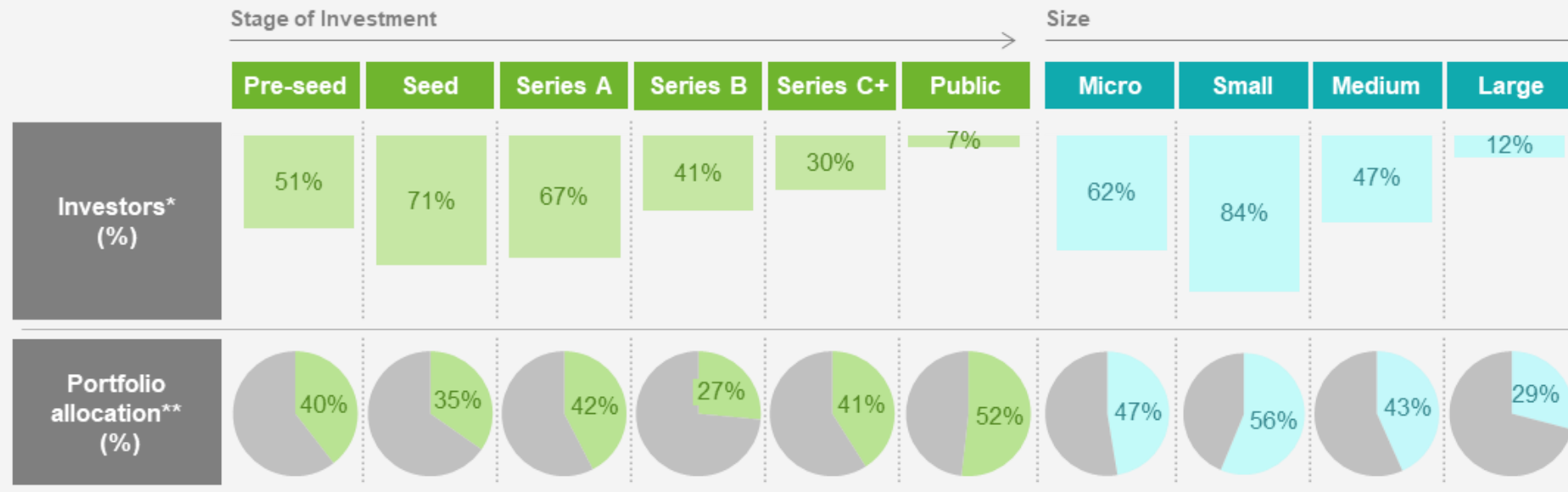
Technical Assistance User Journey - Companies



Investor Perspective

Preferred stage and size for blue investments

Question: Please indicate the percentage of your portfolio that you allocate or plan to allocate to blue investments for each funding stage and size of firm, with the total adding up to 100% in both cases [best estimate].



Note: *Percentage of respondents investing in each stage of investment and firm size, n=73. **Average share of portfolio allocated to each funding stage and size of firm.

- **Funding stage.** 71% of respondents reported investing in the seed round, 67% in Series A.
- **Firm size.** 84% of respondents invest in small firms, 62% in micro firms.
- **Method.** Less than half of survey respondents are currently not using a specific methodology to define which investments are green or estimate their share in their portfolios.

BlueInvest Project Pipeline



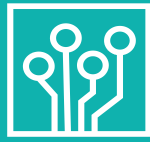
A showcase of innovative projects and entrepreneurs who are shaping the Blue Economy.

The pipeline projects consist of innovative and scalable business ventures from traditional and emerging sectors of the maritime economy.



470

Projects
showcased



10

Blue Economy
sectors



35

Countries



4-9 TRL

Diverse Technology
Readiness Levels

[Check out the projects](#)

