



Introducing BlueInvest - An Opportunity for SMEs in the Blue Economy

Daniela Cedola - PwC's Accelerator

Interreg 
North-West Europe
OPIN
European Regional Development Fund



BLUE INVEST

OPPORTUNITIES START
HERE.

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Click on the picture and then send to the back

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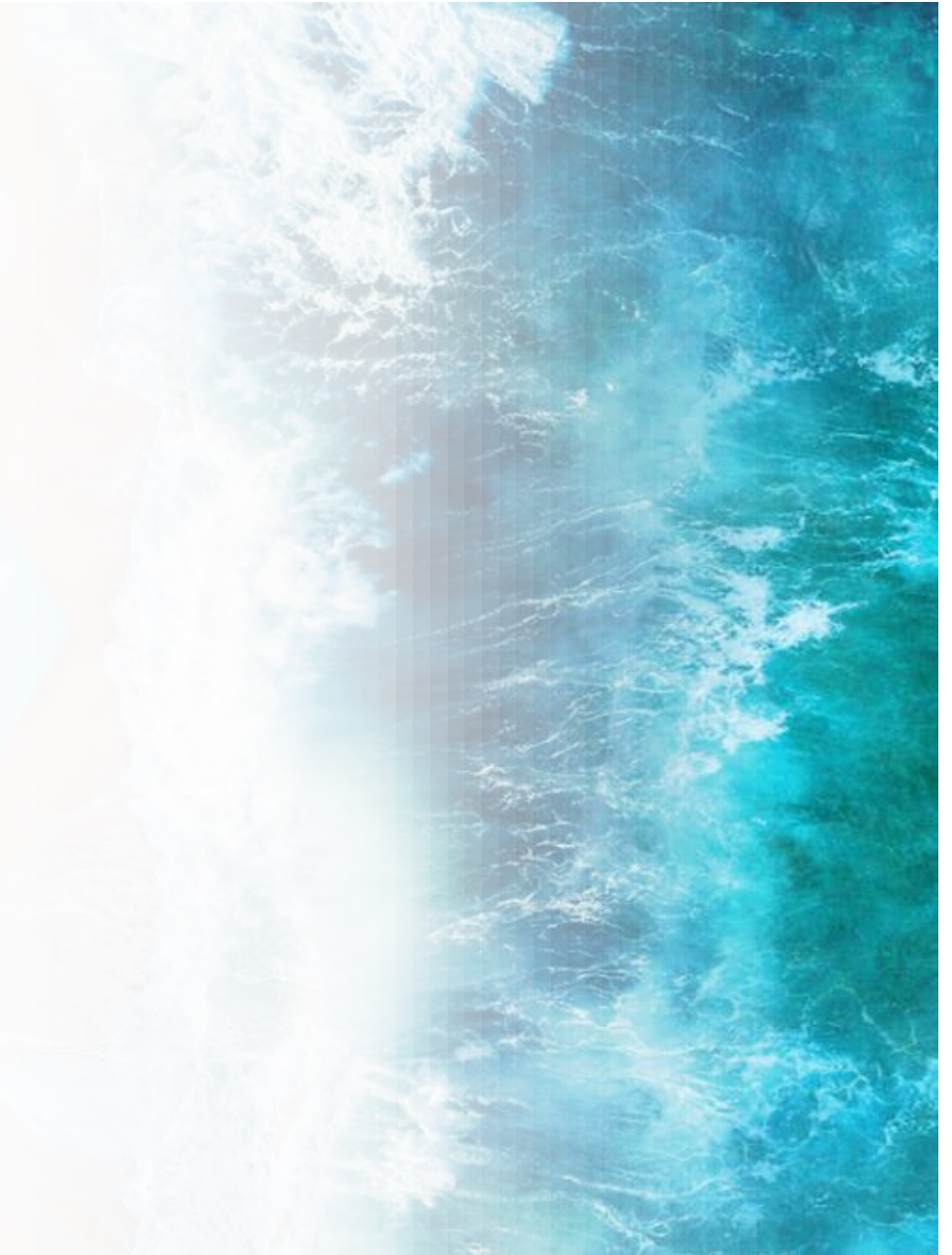
**ABOUT
BLUEINVEST**

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 European Commission's work on Blue Growth.



OPPORTUNITIES START HERE.

BlueInvest was launched to facilitate access to finance and support investment readiness for early-stage businesses, SMEs and scale-ups in the blue economy.

It provides a market path for sustainable innovation-led projects and initiatives through technical assistance, visibility, network- and opportunity-building,

And supports technologies that address environmental, social and climate change challenges, particularly those that impact on greening maritime-based industries.





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**BLUEINVEST
FEATURES**

BLUEINVEST FEATURES



BLUEINVEST COMMUNITY



BLUEINVEST ACADEMY



BLUEINVEST EVENTS



BLUEINVEST PROJECT PIPELINE



BLUEINVEST READINESS ASSISTANCE



BLUEINVEST COACH



BLUEINVEST GRANTS



BLUEINVEST FUND





BLUEINVEST COMMUNITY

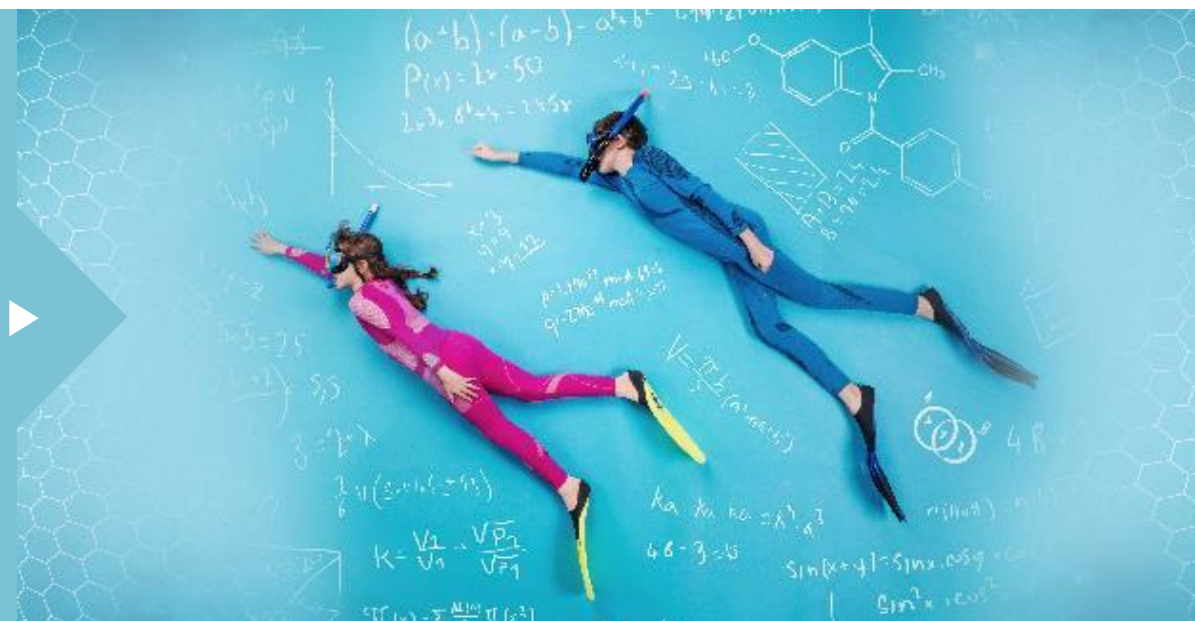
Join the community to meet potential partners and investors, gain access to exclusive events, market intelligence and learning opportunities.

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 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 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.





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.**

9 Readiness Assistance Cycles planned for 200 projects

from Aug 2019 to May 2022

Technical Assistance	Cycle 1	Cycle 2	Cycle 3	Cycle 4	Cycle 5	Cycle 6	Cycle 7	Cycle 8	Cycle 9
Number of selected beneficiaries Start-ups and SMEs	22	27	30	Open for applications	-	-	-	-	-
	79 projects already receiving one-to-one coaching			Deadline: 31 st July 2020					

EXPERIENCED COACHES

The role of a BlueInvest Coach



The BlueInvest coaching model is designed to offer **tailored coaching for business impact**.

Each SME beneficiary receives a customised assistance package and a **BlueInvest Coach who is best suited to support their business needs**.



We have built a network of over 140 BlueInvest Coaches **with business acumen and proven experience in working with early-stage companies** to increase their investment readiness.

To join a network of BlueInvest Coaches apply via our BlueInvest website.

10 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

Access to finance

Pitch doctor

Digital strategy for Blue Economy

BENEFICIARY TESTIMONIALS






BLUEINVEST READINESS ASSISTANCE
CYCLE 1: **FEEDBACK**




“ “ “


The coaching experience has helped us to **focus our business model** and to **approach public funds** tailored to our business

BE NEXT. APPLY NOW!
OPPORTUNITIES START HERE.





BLUEINVEST READINESS ASSISTANCE
CYCLE 1: **FEEDBACK**



“ “ “

The investment readiness assistance is on track and I must say that we are really satisfied with it.
Thanks to the support we are reshaping a little bit the identity of our company.

BE NEXT. APPLY NOW!
OPPORTUNITIES START HERE.



LINK IN CAPTION



ARE YOU INVESTMENT-READY?

APPLY NOW TO RECEIVE AN
INVESTMENT READINESS REPORT



STEP 01

STEP 02

STEP 03



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**

BLUEINVEST EVENTS

Opportunities start here.

THEMATIC WORKSHOPS	SMM – September 20
	Posidonia – October 20
	Seology – November 20
	Oceanology – December 20
CORPORATE DAYS	DEME – October 20
INVESTOR/CORPORATE WEBINARS	June 2020
	September 2020
	December 2020
COMMUNITY WEBINARS	Monthly
E-PITCHING SESSIONS	Bi-monthly (Jul, Sep, Nov)
INVESTOR/CORPORATE ROUND TABLES	October 2020
INVEST-READINESS WEBINARS	Bi-monthly (Jul, Sep, Nov)



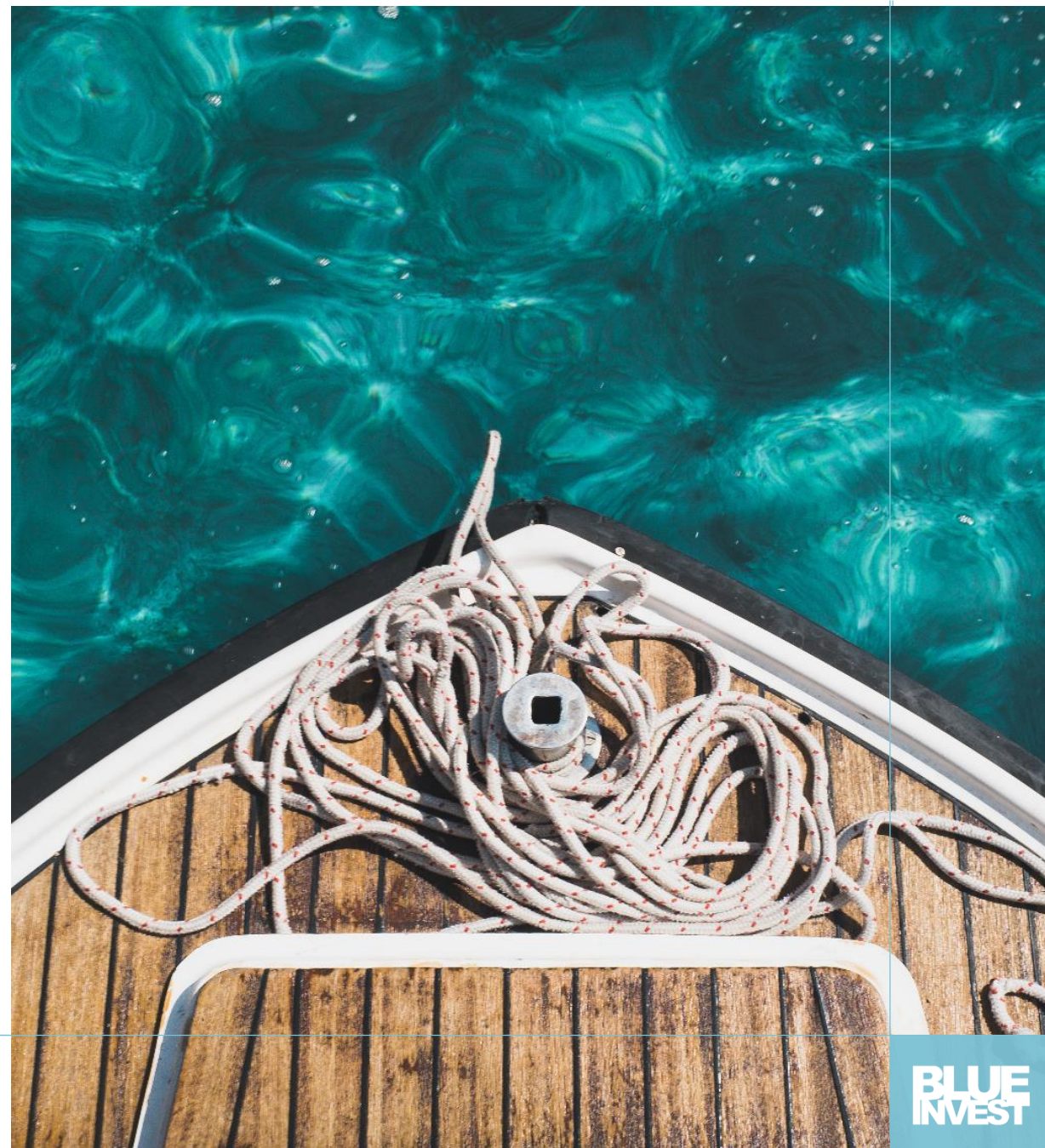
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**BLUEINVEST
PROJECT
PIPELINE**

BlueInvest Project Pipeline

Innovative projects and entrepreneurs **shaping the future of a sustainable Blue Economy** are invited to be showcased in the [European Maritime Forum](#) page.

Selected initiatives from all EU are **displayed for investors and stakeholders**, allowing them to engage with the project owner for further business development, always supported by the BlueInvest team.



EXAMPLE OF BLUEINVEST PIPELINE PROJECT

detecting access violations
in protected Marine areas
and fish farms

Topview srl

PROJECT DETAILS

FINANCIAL DATA

COMPANY PROFILE

OTHER INFORMATION

Want more information?

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)

TOPVIEW srl

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.

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

1 7 9

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

detecting access violations
in protected Marine areas
and fish farms

Topview srl

PROJECT DETAILS

FINANCIAL DATA

COMPANY PROFILE

OTHER INFORMATION

Want more information?

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

YEAR OF ESTABLISHMENT

12

EMPLOYEES

detecting access violations
in protected Marine areas
and fish farms

Topview srl

PROJECT DETAILS

FINANCIAL DATA

COMPANY PROFILE

OTHER INFORMATION

Download project presentation

FINANCE NEEDS

€ 1 750 000,00

PLANNED FUNDING USES

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

R&D

Sales and marketing

Hiring human resources

New premises

25%

25%

25%

25%



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**CONTACT THE
TEAM**

CONTACT THE BLUEINVEST TEAM

And plug into the Community

Join the community:



Daniela CEDOLA
Director, PwC

Catherine FRIDERES
Senior Manager, PwC

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Website: blue-invest.eu



THANK YOU!



www.blue-invest.eu

