



**BLUEINVEST**

**OPPORTUNITIES START  
HERE.**

# BLUEINVEST

BlueInvest was launched in 2019 with the aim to facilitate access to finance and support investment readiness for early stage businesses, SMEs and scale ups in the blue economy. The platform ...

- 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 for investors and companies.
- Guide investors to **specialise their investment strategies** into blue economy related areas and to maximise their related investments.
- **Connects** innovation, investment, and impact by supporting technologies that address environmental, social and climate change challenges, and those that impact greening maritime-based industries

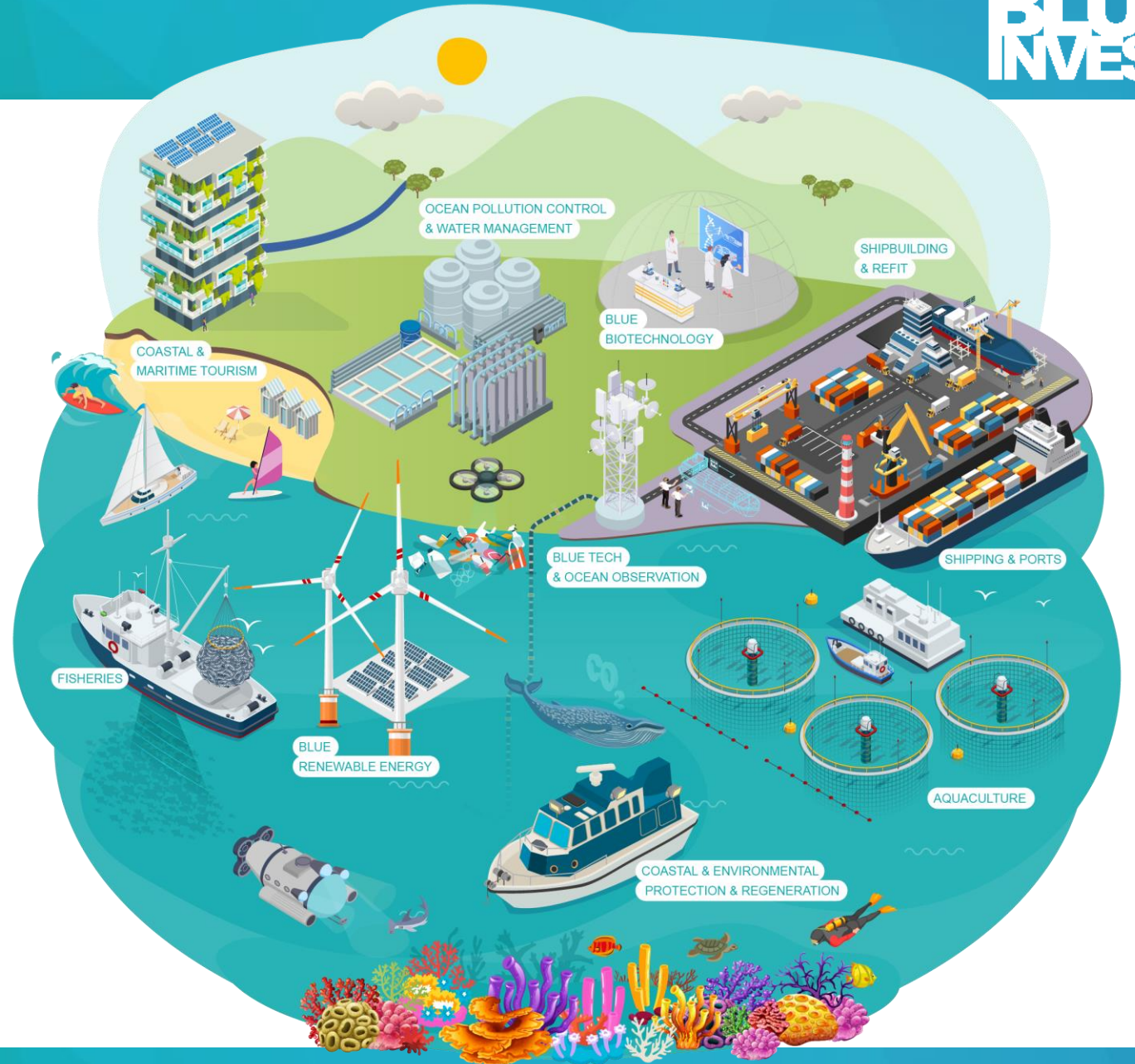


# About BlueInvest

BLUE  
INVEST

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

The platform targets **ten sectors** with high potential to support green and digital transition.



# 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 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 EVENTS

BlueInvest events are aimed at business impact. Events feature learning opportunities, knowledge exchange, networking and B2B matchmaking, in formats designed to transform business.

BLUE  
INVEST



## 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.

[Find out more.](#)

## BLUEINVEST FUNDRAISING ASSISTANCE

New feature of the second edition of BlueInvest that aims to support equity rounds closures for 20 high potential EU start-ups with innovative blue economy solutions.

20 beneficiaries are currently receiving a tailored set of up to 20 days of 1:1 advisory services.

[Find out more.](#)





## BLUEINVEST FUND

The 'InvestEU Blue Economy' Fund is a fund of funds, financed by the EIF and engaging financial intermediaries for its management. An additional €500 million has been mobilised in this fund until 2027 to deliver up to 1.5 billion investments in innovative blue economy companies and their sustainable technologies and solutions.

## INVESTOR CAPACITY BUILDING

Report for BlueInvest Fund managers and Blue Economy Investors providing intel on blue sectors and insights on the market background and a deep-dive dedicated to supporting BlueInvest Fund managers in developing and implementing their investment strategy.

[Download the BlueInvest Investor Report.](#)

Investor Capacity Building Programme with [four training sessions](#) to assist investors in the journey of engagement with different blue economy sectors.





## BLUEINVEST PROJECT PIPELINE

A 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.

[Discover the Project Pipeline.](#)

## 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.

[Engage as a BlueInvest Coach.](#)





# BlueInvest User Journey



## USER JOURNEY AND PROGRAMME FEATURES



### BlueInvest Community Platform

#### Register/Login as:

- *Project, start-up or SME*
- *Mid-cap or large corporation*
- *Investor*
- *Stakeholder*
- *Expert*

Get access to the information about the platform and a personalised community dashboard with BlueInvest features including the upcoming events

### COMMUNITY

#### Network:

Get access to the platform community member database.

Engage and communicate with other registered members.

#### Engage:

Single entry point to engage with BlueInvest features

Helpdesk

Showcase of company and organisation to target profiles

#### Learn:

Get access to the knowledge center with relevant leanings and trainings as well as potential market opportunities.

### Capacity Building

#### Prepare for growth:

- Apply for technical assistance
- Attend events, webinars and trainings
- Access to Market intelligence

#### Business meetings:

Engage with potential partners, conduct virtual meetings and plan follow up steps.



Analysis of needs, market selection and opportunity identification



Promotion and outreach to relevant target audiences



Selection of beneficiaries



Onboarding onto platform



Matchmaking and entry into market(s)



Follow up resources, feedback loop and impact monitoring



 Join the community

**BLUE  
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# THANK YOU!

