



ATLANTIC SMART PORTS  
**BLUE ACCELERATION NETWORK**

# D5.2 Concept of Acceleration Services

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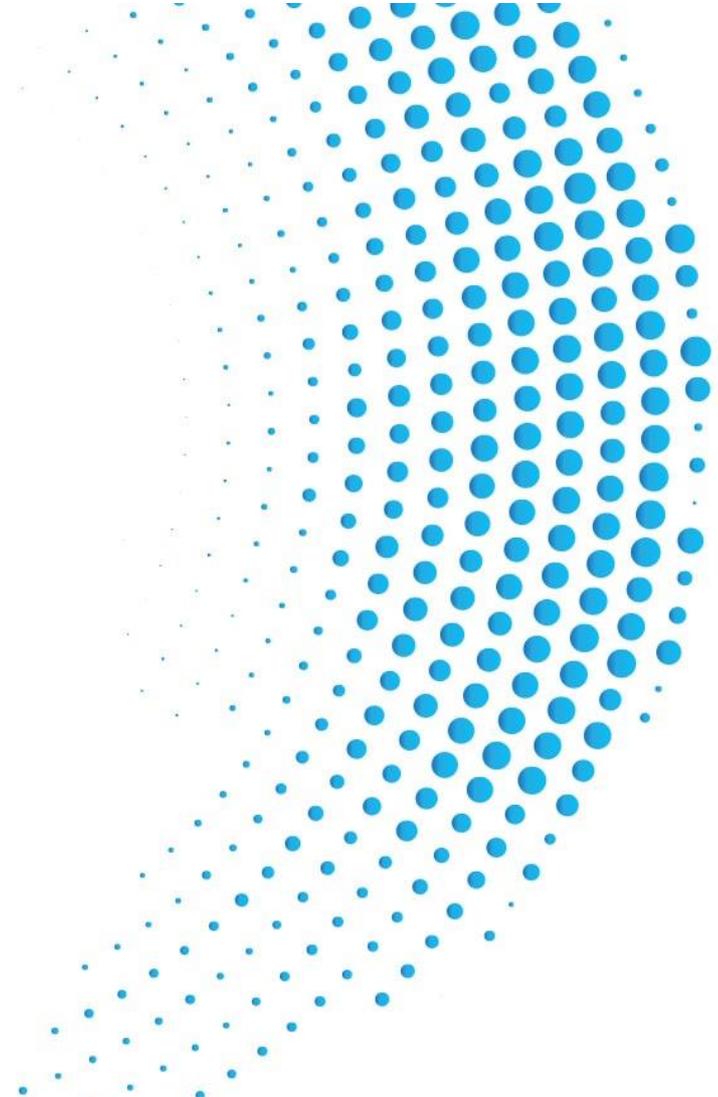


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<b>Abstract:</b>	The AspBAN Acceleration Services is an acceleration programme aiming to give European start-ups a deep-dive into the blue tech ecosystem, connecting them to investors, like-minded people and mentors to accelerate their business. The programme is designed as a pick and pack service where start-ups can follow the entire programme or chose the parts that are most relevant to their business.

#### Version History

Version	Date	Comment	Authors
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V.02	15.11.2021	Revision of the deliverable	Karianne Kojen Andersen



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# EXECUTIVE SUMMARY



The AspBAN Acceleration Services is an acceleration programme aiming to give European start-ups a deep dive into the blue tech ecosystem, connecting them to investors, like-minded people and mentors to accelerate their business. The programme is designed as a pick and pack service where start-ups can follow the entire programme or chose the parts that are most relevant to their business.

The programme consists of 27 thematic workshops spanning a period of nine months. The goal is to have 150 applications from start-ups, where 80 of these will be invited to pitch for investors. The target group is start-ups ranging from prototype to Series A with sustainable solutions for the blue economy. In addition to the workshops there will be bi-monthly pitch sessions for tier 1 start-ups in front of investors within specific themes.

The AspBAN Acceleration Services is targeting start-ups from a range of blue economy sectors and different technologies. Their solutions should contribute to the green transition and have a positive impact on achieving sustainability metrics.

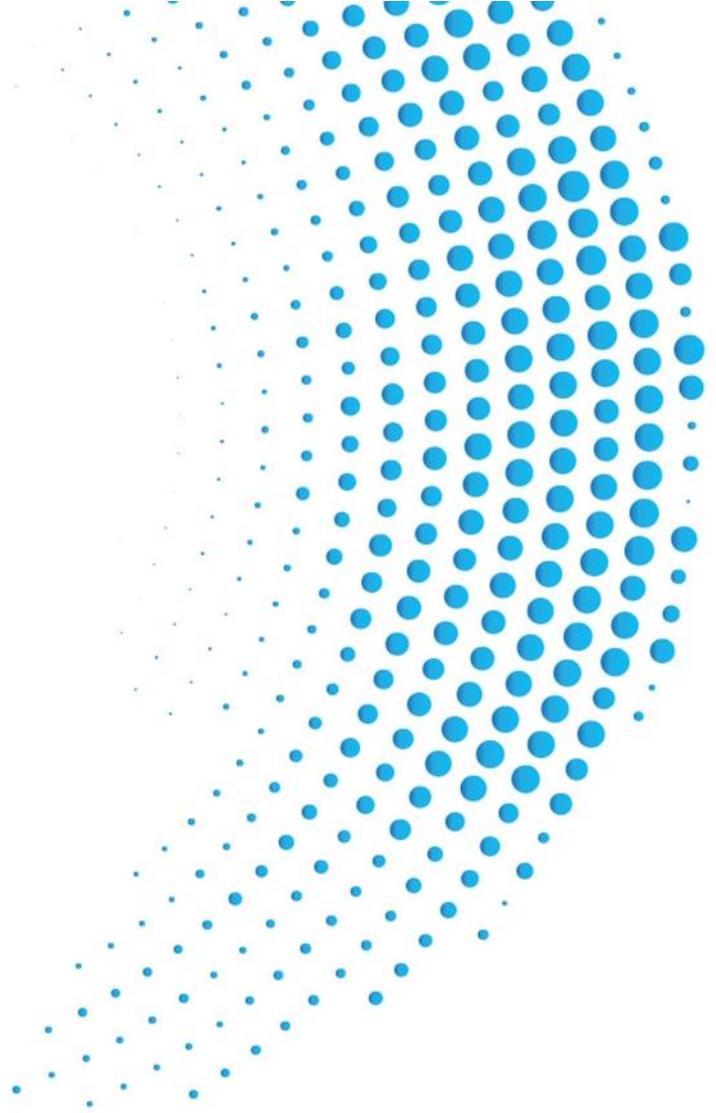


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# 1. Programme structure

The programme consists of 27 thematic workshops, and the structure and topics covered are described in the following chapter.

## **1.1. Product**

All workshops under Product are focussed on product development, testing and implementation within the Blue Economy sector. Specific workshops will be hosted on relevant technologies and on different topics relevant within the blue economy. Topics covered under Product include:

- Market fit
- User testing
- Competitor analysis
- Talking to users
- Blue Economy
- Technology

## **1.2. Collaborations**

All workshops under Collaborations are focussed on collaborations specifically within the Blue Economy: corporates, governments, fellow start-ups etc. This will be supported by sessions where the developed Ecosystem map will be presented and explained. Topics covered under Collaborations include:

- How to find partners
- How to pilot



- Legal
- How much to customize for a customer?
- Start-ups collaborating together
- Cohort building and analysis
- Blue Economy ecosystem mapping

### **1.3. Numbers**

Metrics are used to drive improvements and help businesses focus their people and resources on what's important. The range of metrics that companies employ vary from those that are mandatory - for legal, safety or contractual purposes - to those that track increases in efficiency, reductions in complaints. Greater profits and better savings. Topics covered under Numbers include:

- Unit economics
- KPIs
- Reporting
- Fundraising
- Main business metrics and revenue models
- Investment mechanisms in the Blue Economy

### **1.4. Implementing and Scaling**

All workshops under Implementing and Scaling are focussed on entering markets, scaling up and all policies and regulations involved. Topics covered under Implementing and Scaling include:





- Go-to-market framework
- How to go international
- Policy and regulations

## **1.5. Communication**

Workshops under Communication are about the conversations to have with potential clients, users and investors. The “How to pitch” workshop will be hosted bi-monthly to prepare the start-ups for the pitch. Topics covered under Communication include:

- Marketing
- Storytelling
- How to pitch

## **1.6. Team and Culture**

Workshops under Team and Culture are all about how to get the right people, be the right company for them and get a high-performing team. Topics covered under Team and Culture include:

- How to build a culture
- Hiring and firing

## **1.7. Mentors and benefits**

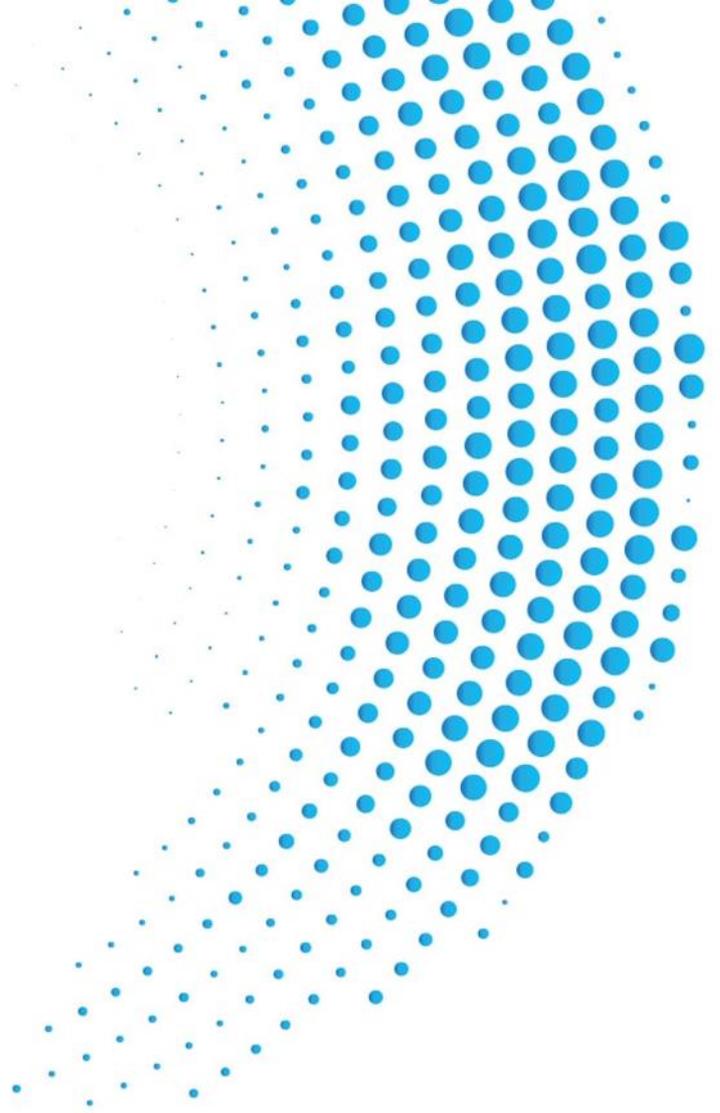
In addition to the workshops and pitch sessions, all start-ups the programme will have access to the experts’ and mentors’ network to be established and to





perks provided by the partners. The mentoring sessions and coaching of the companies will be according to the individual needs of the start-ups, and thus the content and number of coaching hours will vary accordingly. The scope indicated to the experts and mentors in the network is approximately ten hours per year.





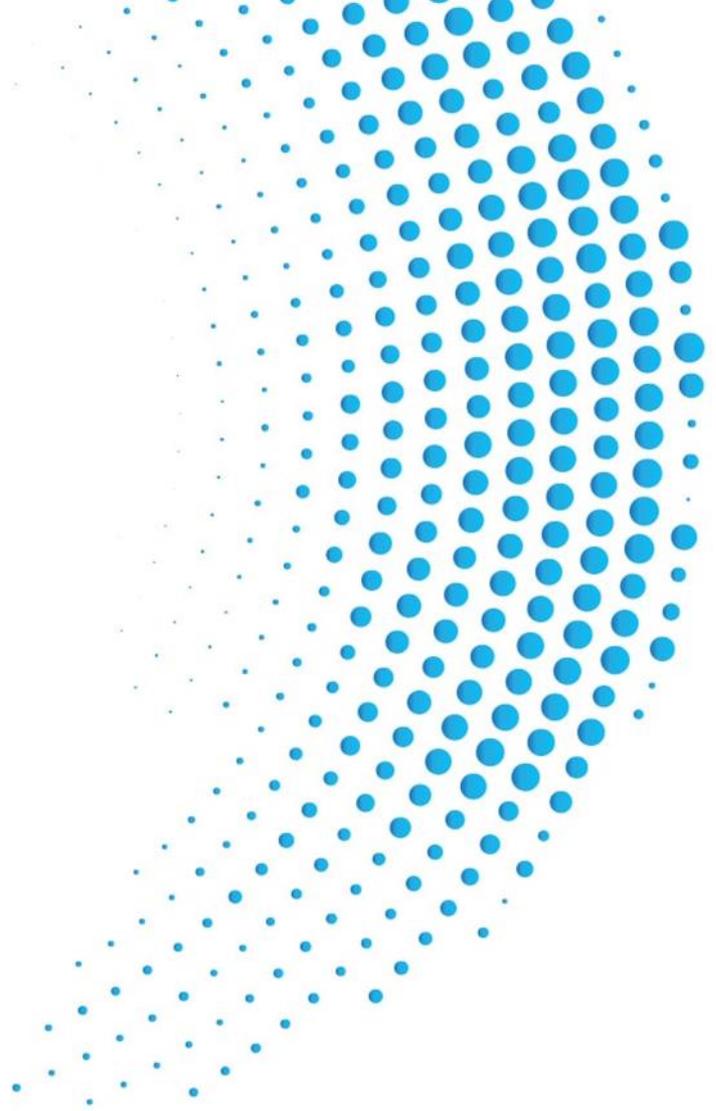
## 2. Timeline

## 2.1. Timeline for the Acceleration Services Programme

The open call for Acceleration Services was launched in July, and the deadline has been extended to October 15 2021 in order to reach as many start-ups as possible. The applications will be evaluated in the period of mid-October to November, and the Acceleration Services Programme will go from November 2021 to July 2022. Through the period there will be bi-monthly pitch sessions tier 1 start-ups in front of investors within specific themes.

### TIMELINE





## **3. Selection Criteria**

### **3.1. Selection criteria**

All applications will be evaluated against the following criteria:

#### **3.1.1. Feasibility**

Is the business/project feasible? How well does the start-up understand the market, market size and competitors? How much does it cost to start, get into the market and scale? And if needed: can they get sufficient funding?

#### **3.1.2. Team**

Is the team credible, do they have quality CVs and relevant and complementary qualifications/experience?

#### **3.1.3. Product**

Is the product or solution clearly innovative or disruptive, differentiated from existing solutions, scalable, exhibits sustainable competitive advantage potential and fit with the programme and the programme member's challenges?

#### **3.1.4. Market**

Are there large addressable markets to facilitate significant sales growth?

#### **3.1.5. Business Plan**

Do they have a viable business model based on credit commercial and economic assumptions?

#### **3.1.6. Impact**

Is there a (potential for) positive social/environmental impact connected to the Sustainable Development Goals?

#### **3.1.7. Location**

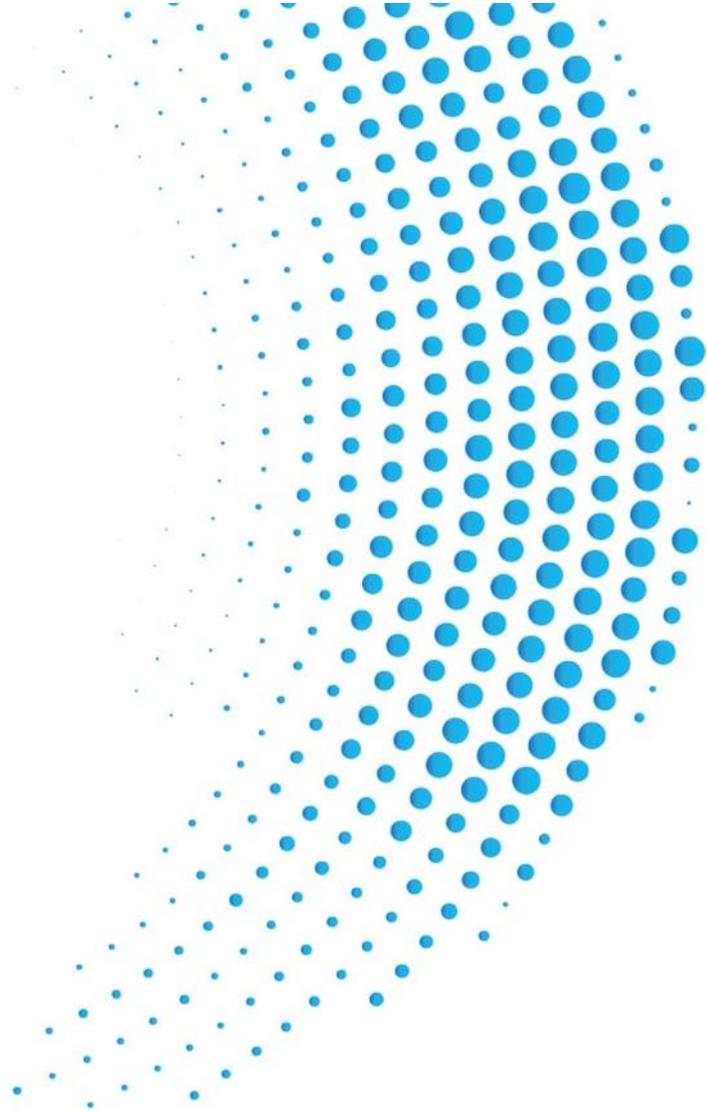


Is the company (able and willing to be) active in the Atlantic Strategy Committee Member countries (Ireland, Portugal, Spain, and France)?

### 3.1.1. Gut feeling

The gut feeling is self-explanatory: “I don’t really feel this will work” versus “I really feel we can mutually benefit from working together”.





# 4. Evaluation

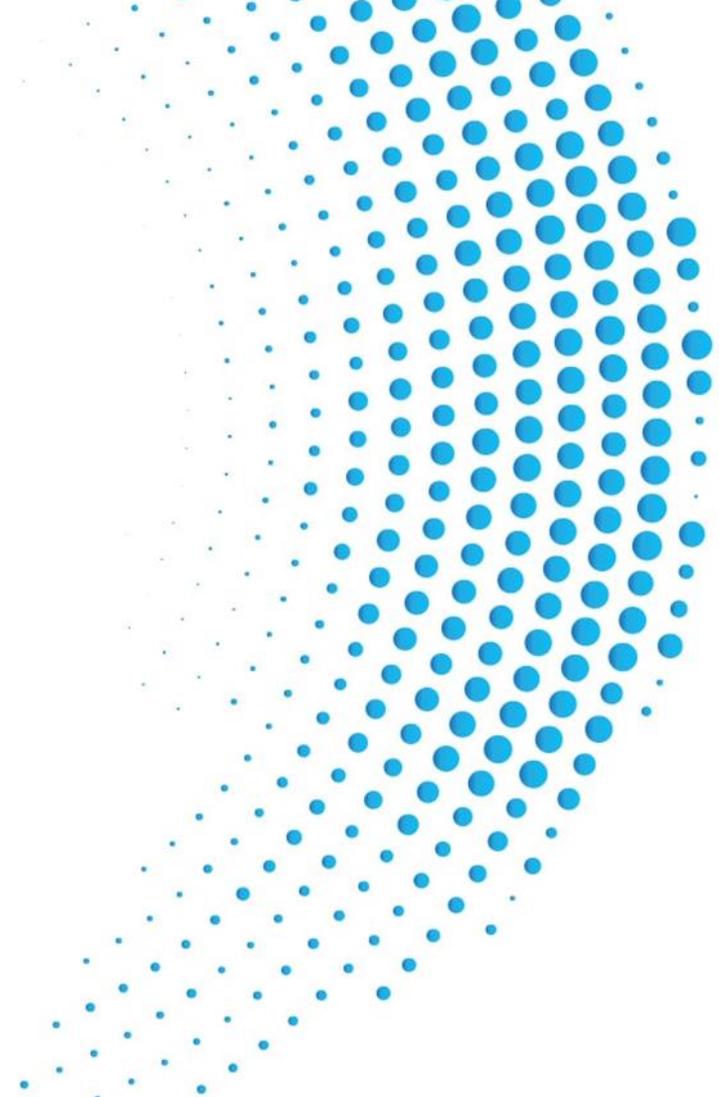


#### **4.1. Evaluation process**

All applications will be evaluated by three evaluation groups, making sure that all applications are evaluated three times against the selection criteria as described in the previous chapter.

The aim is to select the top 80 start-ups to join the programme. Pitch sessions, mentoring sessions and benefits. All not-selected start-ups will have access to certain parts of the programme (e.g., workshops).

# PARTNERS



coordinator:



The International Business Alliance  
for Corporate Ocean Responsibility

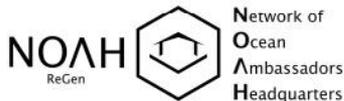


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