



# Baltic Blue Biotechnology Alliance

THE INNOVATION  
PLATFORM +  
ACCELERATOR  
PROGRAMME FOR BLUE  
BIOTECH OF THE BALTICS

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# WHAT PROBLEM ARE WE TRYING TO SOLVE?

In the Baltic Sea Region, one of the greatest difficulties in realizing a blue bioeconomy was that no country can – on its own – provide all the resources and expertise necessary to complete the journey from idea to product. Thus, an integrated support structure was required to pool national capabilities, build value chains across borders and accelerate innovation cost-efficiently at a macro-regional level.

In 2016, the SUBMARINER Network for Blue Growth EEIG, with the GEOMAR-Helmholtz Centre for Ocean Research Kiel, launched the Baltic Blue Biotechnology Alliance to enable and accelerate innovation within blue biotechnology in the Baltic Sea Region (BSR). Within 3 years, the Alliance has developed into a fully-fledged transnational network that mobilises and cross-fertilises knowledge, expertise and resources of blue biotechnology actors, across the region.

Blue biotechnology is a strategic focus area of the EU's Blue Growth Strategy (2012). It can be tapped for developing products i.e. new drugs, food and feed, materials and biofuels, or providing ecosystem services related to clean water. Blue biotechnology is a strong ally to reaching the Sustainable Development Goals 2030 of the United Nations. Blue biotechnology potential is impressive, however, realisation is still in its infancy.

## WHO WE ARE & WHAT WE DO

### Our objective is to accelerate the development of blue biotechnology products by creating integrated, transnational value chains

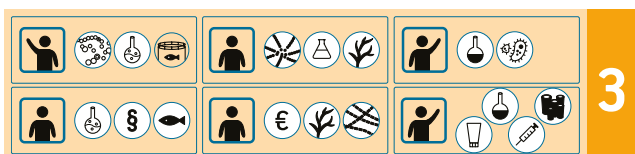
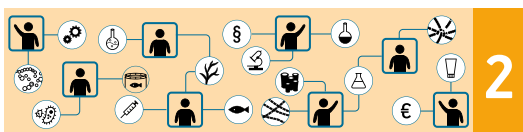
The Alliance is a consortium of research and technology institutes, technology parks and innovation companies, all members of the SUBMARINER Network. We possess and can apply the knowledge to facilitate product development. Working with Start-ups and SMEs (that we call "cases"), we have created a functional ecosystem of actors, who take advantage from mutual, constantly evolving, demand-driven support within blue biotechnology.

**We offer members opportunities for networking, match-making and promotion via accessible address book of actors, workshops, match-making events, and ongoing search and training of new cases and mentors. Members can also reach out and advertise their cooperation requests via our newsletters and website.**

On top of that, **we respond to user needs by matching them with services, facilities and expertise to take their idea to the next level.** Members offer tailored services to each other on demand basis. We identify and mobilise the right partners to advance a project, and to create and respond to the necessary business, organisational and legal conditions for a project to be realised through transnational product development. Regardless of what stage users are in. During the past years, cases within the Alliance have spanned from bioprospecting to proof of principle, to upscaling and market launch.

**Alliance members have a unique portfolio of support services to offer in line with their expertise, interests and capacities, such as:**

-  **Scientific & technical support:** Access to top-level expertise and know-how as well as infrastructure and lab equipment
-  **Access to biological resources:** "One-stop-info-shop" on biological banks available throughout the BSR and guidance on how to access them
-  **Legal advice:** Initial expert advice on diverse legal issues, ranging from Intellectual Property Rights (IPR), to product safety standards and certifications
-  **Business development:** Core business development services consisting of unique tools, guidelines and tailor-made solutions on: business plan development, access to market analysis data, advice on financing, and marketing strategies
-  **Communication & Lobbying:** Promotion of "cases" at our own pitching and match-making events, as well as suggesting them to and preparing them for programmes and accelerators outside the Baltic Sea Region, with whom we cooperate
-  **Project Development:** New funding opportunities and creation of suitable consortia, research and innovation projects



## MENTORING PROGRAMME FOR CASES

What makes us unique is our dedicated mentorship programme. 'Newcomers' are assigned to a mentor who makes an initial assessment check of the respective business potential and related needs, introduces the various possibilities of support offered by the Alliance and acts as a mediator between the case owner and the other members.

## LET'S TALK ABOUT ACHIEVEMENTS (2016-2019)



### Some cases have reached their dream and launched a new product

The Estonian SME **Furcella** developed cosmetics containing red seaweed antioxidants. Furcella received technical support and networking from the Alliance. Most notably, from another "case"-mentor (also cosmetics producer) they received good German contacts for raw material suppliers, and also from Alliance, incl. Estonian mentor, they received promotion and branding. As a result, they launched three new products, "Berrichi" line, in 2017 and got sales in Germany, Denmark, Finland, and UK (2018).

**KosterAlg** is a spin-off company of Gothenburg University, founded during the Alliance, that set up an open water seaweed cultivation plant in W. Sweden. KosterAlg worked very closely to mentors and benefitted from all categories of services of Alliance: mentoring, financial, scientific/technical, business and legal support, and networking. KosterAlg targets food and cosmetics markets and among clients were 7 other Alliance cases.

**Baltic Probiotics** is a Latvian SME founded in 2013, that developed two products, containing probiotics and microbes, to improve animal health in fish tanks. Apart from mentoring, Baltic Probiotics received support on product testing and upscaling from their mentors in Lithuania and Poland and also received contacts and promotion as well as business support.

### Three cases won prestigious competitions and pitching

**We prepare you to make to make the next winning "pitch"**

**Hoekmine** is a Dutch start-up developing a ground-breaking technology for iridescent colour structures without chemicals but use of bacterial properties. In 2018, they won the first prize in the Portuguese Blue Bio Value accelerator programme.

**Vetik** is an Estonian start-up producing colorants from red macroalgae available in Estonian archipelago for food and non-food applications. In 2018, they won a national competition Prototron, among 287 start-ups, with a substantial money prize for developing further their prototype, and they received a large grant from Estonia and the EU for upscaling their technology.

**SFTec** is a Finnish SME company that has developed a modular dryer that can use industrial waste heat in the drying process. It was one of the 4 privileged companies entering accelerator programme of Stora Enso, that is a leading pulp and paper manufacturer in Finland.

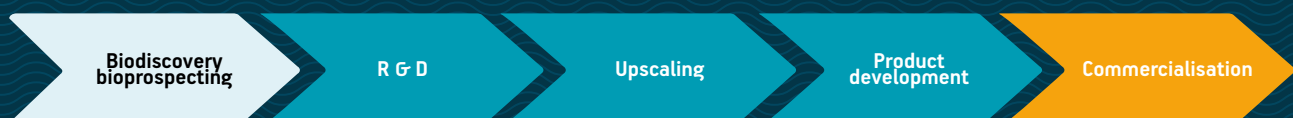


### Our cases find the right partner to take project to the next level

More than half of our cases have closed partnership agreements with suitable partners across their value chain, within as well as outside the Alliance network.

Mentors and service providers (e.g. R&D institutes) benefit from the interaction with the cases as it couples science with society and economy, by creating value to people with novel impactful ideas. The Alliance provides the basis for their future clients and it is an important support mechanism for their spin-offs. The Baltic Blue Biotechnology Alliance provides substantial added value to the individual clusters and regions. It fosters sustainable development and business growth in both the metropolitan and rural areas, attracting talent and resources and increases value of investments.

All Alliance cases after our mentoring programme progressed on average by one stage in the value chain, while some of them progressed even by 2 or even 3 stages (see value chain stages).

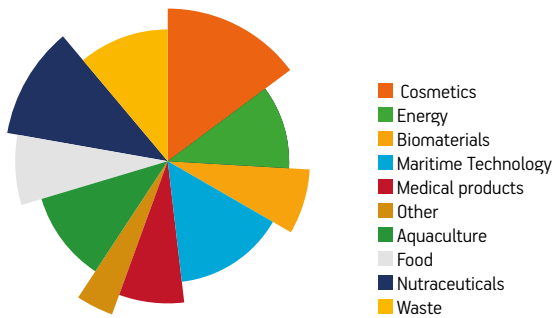


Simplified value chain used for assessing the stages of cases applying to the ALLIANCE.

## A GLIMPSE OF ALLIANCE CASES (2016-2019)

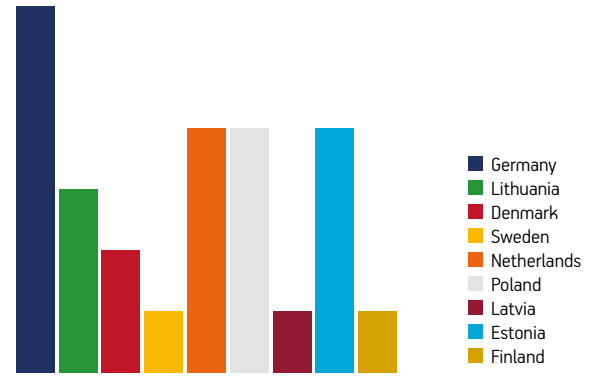
26 cases have benefited from the Alliance mentoring programme and service offer

(May 2019)



Target markets of the offered products

- / We have enrolled cases across all stages of the value chain, from bioprospecting to full commercialization.
- / 66% of the cases used algae (micro & macro) for product development, although there were cases that used bacteria, marine animals or... water.
- / Our cases have originated from all round the Baltic Sea Region, with one case coming even from the Netherlands, partnering with Baltic Sea Region institutions.
- / Cases target a broad spectrum of market applications, from food and supplements, to healthcare, bioremediation, materials and energy.



Country of origin of cases

All our cases have contributed to the UN Sustainable Development Goals (SDGs) in the business idea formation stage



Size of boxes represent number of Alliance cases supporting the UN SDGs



## WE WELCOME NEW CASES AND PARTNERS!

**Are you a blue biotechnology expert, a developer with an innovative technological idea, a cluster within blue bioeconomy or maybe a technical consultant or business coach?**

We capitalise on the achievements and progress of the past years to create the one-stop-shop for innovation support within blue biotechnology in the Baltics. We particularly look for the following new actors:

- / **Business accelerator programs** and specialists in business development, marketing, legal advice, and financing support
- / **Blue clusters and regions** attracted by Blue Bioeconomy and Blue Growth, that can support our activities with expertise and resources
- / **R&D experts** capable to support innovation within blue biotechnology fields, e.g. from the medical sector
- / **Mentors, business coaches and “blue detectives”** with experience and flare in biotechnology, impact of innovation, and sustainable development
- / **Start-ups and SMEs** with a business idea within blue bioeconomy, seeking product development support in the Baltic Sea Region

### Interested in the current opportunities?

Call us directly (+49 30 832 1417 45 | Kamila Zalesiak)

Visit our website and see our national contact points:

[www.submariner-network.eu](http://www.submariner-network.eu)

“Working with scientific experts within the Alliance allows us to fast-track our product development process

**Levent Piker**

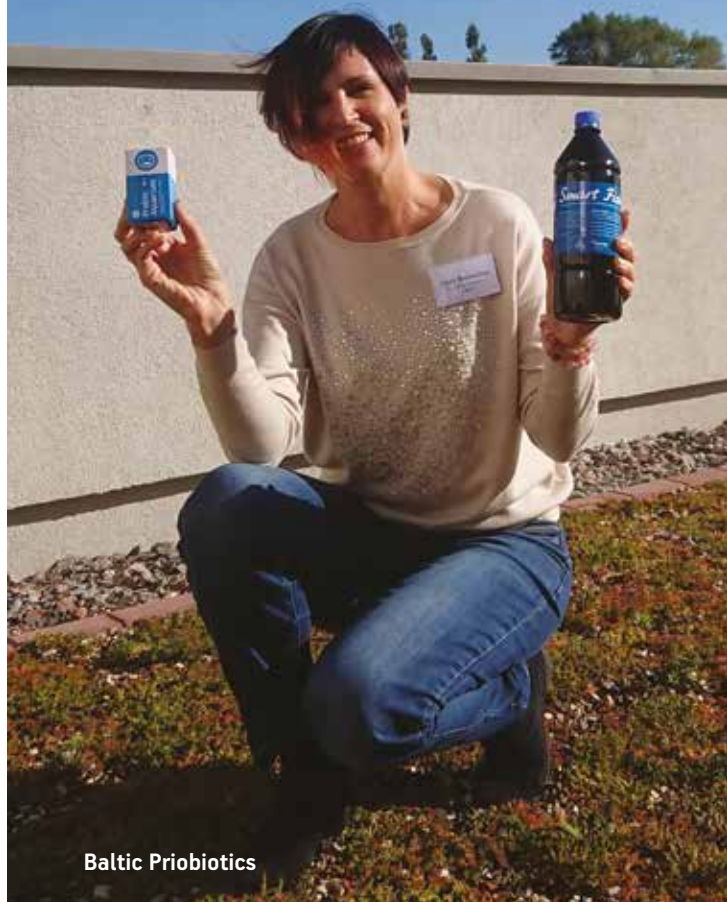
CRM case owner & mentor, Germany

We gained best knowledge on product design, marketing and sales as well as direct contacts and concrete solutions to questions. Still, I value as most important the rise of our self-esteem and belief

**Janno Joosep**

Furcella case owner, Estonia

Subscribe to our newsletter + stay updated for networking, pitching match-making events mentor training opportunities available placements



Baltic Probiotics

# Join us!

The SUBMARINER Network for Blue Growth EEIG is a leading transnational networking hub in the Baltics that promotes sustainable and innovative uses for marine resources. It is a flagship of the EU Strategy for the Baltic Sea Region.

Since 2013, that the SUBMARINER Roadmap was published, the Network is providing communication, match-making new projects with strategy development within various marine sectors, including blue biotechnology and aquaculture, by connecting R&D with regional development and industry innovation. With nine transnational blue growth projects on board, in mid 2019 the Network assembled four Working Groups (WGs), each having its own members and bottom-up agendas.

## ALLIANCE PARTNERS



“ The Alliance is a rather unique network that offers SMEs in the field of blue bioeconomy comprehensive expertise for almost every aspect from the product idea to marketing. It has never been so easy to obtain specific support in terms of technical and methodological aspects or get advice for company development ”

**Rainer Cramm**  
Mentor & service provider  
BioCon Valley, Germany

**SUBMARINER Network for Blue Growth EEIG**

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Part-Financed by



A Submariner Network Project



Lead Partner



The Baltic Blue Biotechnology Alliance is a flagship project of SUBMARINER Network for Blue Growth EEIG with originally 15 partners from 9 countries, led by the GEOMAR - Helmholtz Centre for Ocean Research Kiel. The Alliance was initially funded by Interreg BSR (2016-2019) with an extension granted until 2021 to consolidate the network. As such it features as the dedicated Blue Biotechnology Working Group of the SUBMARINER Network.