



Baltic Blue Biotechnology Alliance

THE INNOVATION NETWORK + ACCELERATOR FOR BLUE BIOTECH IN THE BALTICS



Participation in the Alliance project has been an inspiration and shown how Interreg projects can be tailored to serve as "fast track" for SMEs needing analysis for i.e. proof of concept. Furthermore, in order to help local valorisation of blue economy building on knowledge and experiences around the Baltic, Guldborgsund Municipality has joined the SUBMARINER Flagship Network.

Mette Jorgensen
BIOFISK (BioEconomy Hotspot – Guldborgsund), Case Owner

Baltic Blue Biotech Alliance: 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.

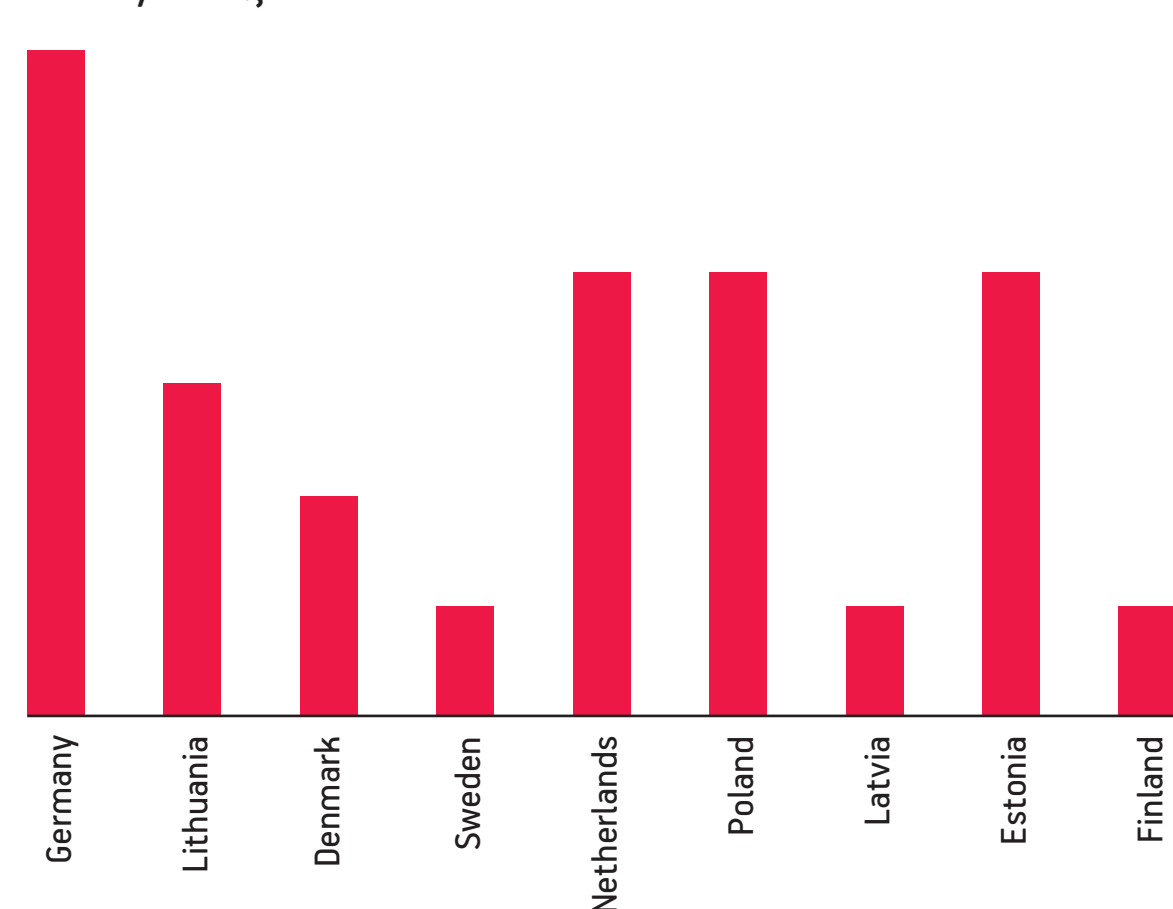
On top of that, we respond to user needs by matching them with services, facilities and expertise to take their idea to the next level. Members offer tailored services to each other on demand basis. We identify and mobilise the right partners to advance a project, and to create and respond to the necessary 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.

A glimpse of Alliance cases (2016–2019)

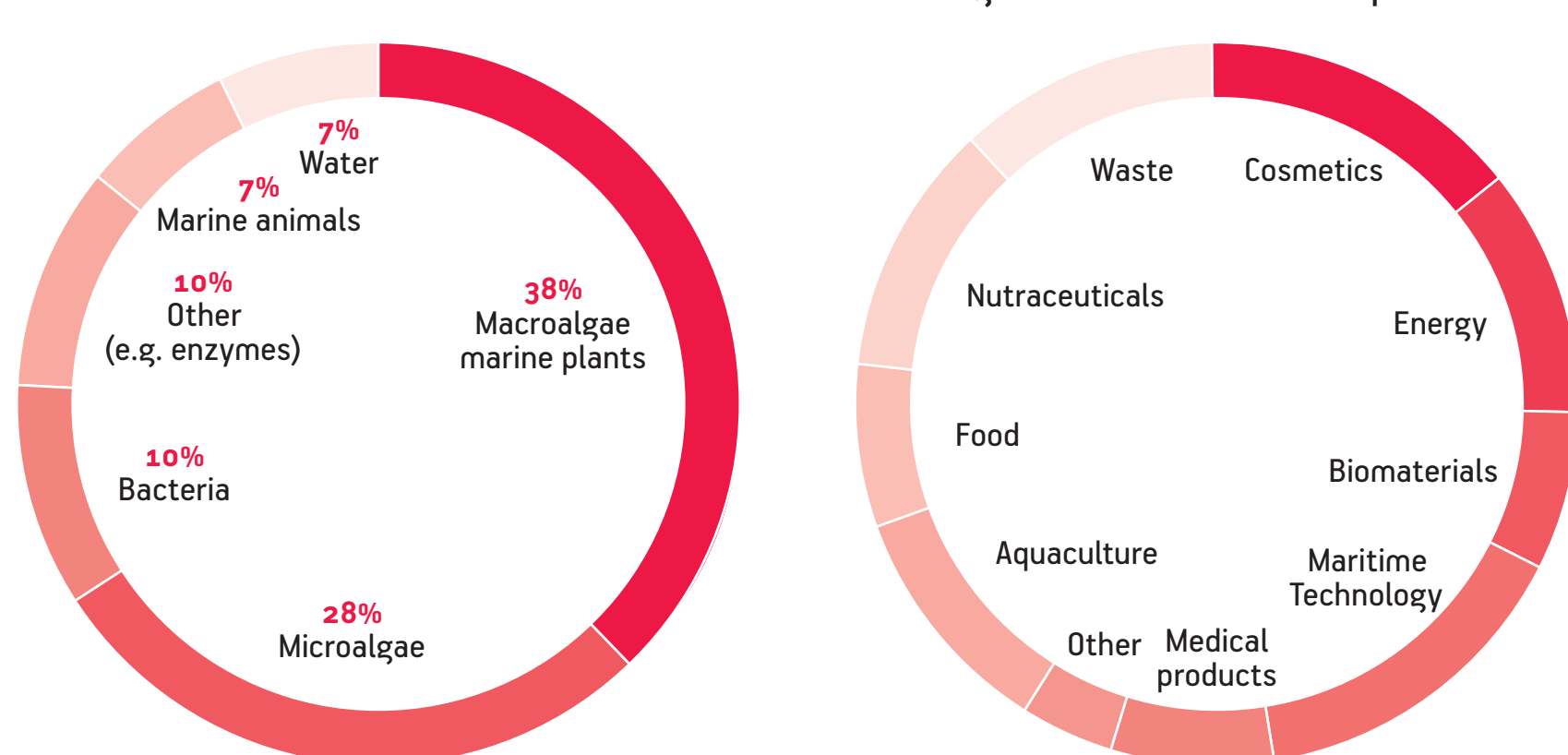
26 cases have benefited from the Alliance mentoring programme and service offer

- 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 around 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



Target markets of the offered products



Interviews

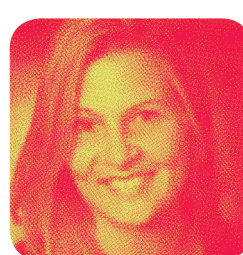
Questions to a selection of Alliance mentors



Anne-Mari Luhtanen
Finnish Environment Institute, Finland

→ What value does the Alliance bring to you?

We became a member of a network, which opens us more possibilities to know and reach different actors in the blue bioeconomy field. During different events we were also able to meet these people and get to know them personally. This will help the collaboration in the future.



Martina Blümel
GEOMAR Helmholtz Centre for Ocean Research
Kiel, Germany

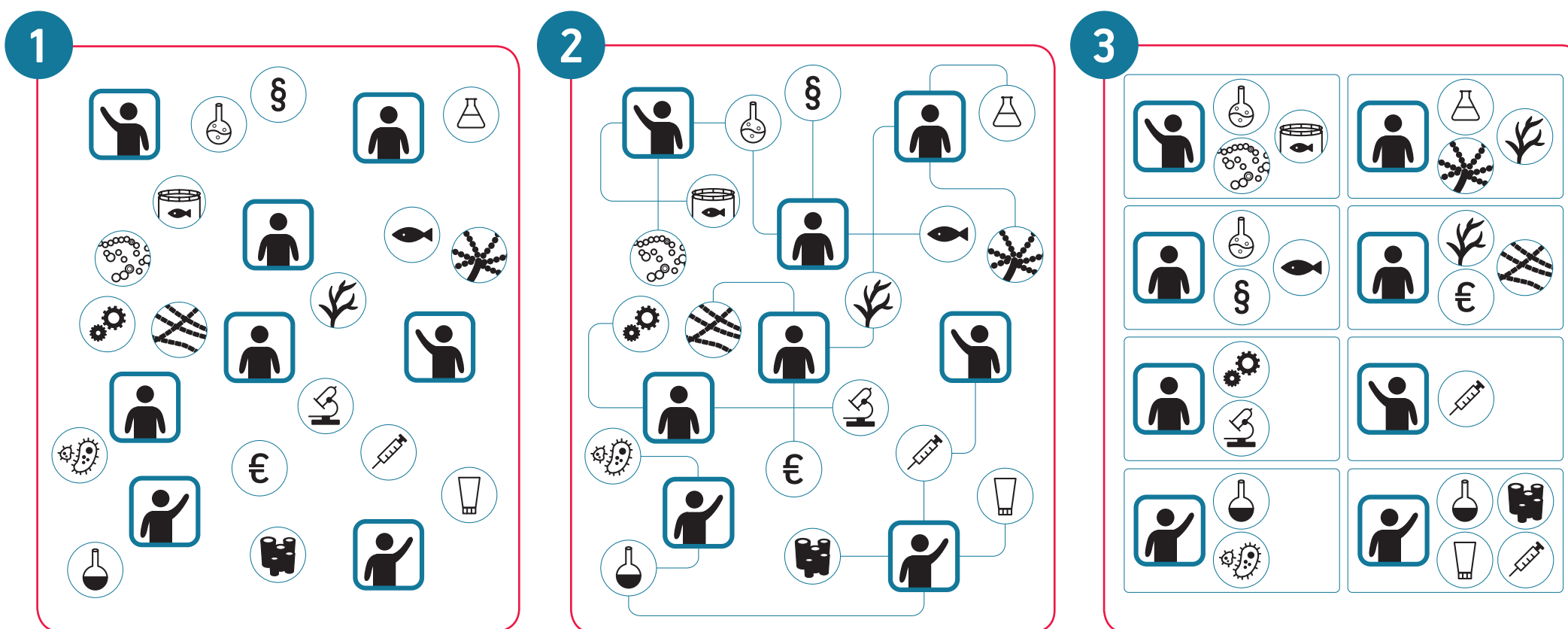
→ What value does the Alliance bring to you?

The experience of being a mentor in the Alliance was of high value to us at GEOMAR; it paved the way to fruitful research collaborations and generated deep insights into the business side of blue biotechnology. We feel, that especially the mentors' forum facilitating mutual exchange and communication, was a vital element. Moreover, the database which was designed to provide detailed information on the service elements, that the Alliance has on offer, will now serve as important info point and entrance gate.

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 product development stage of cases applying to the Alliance



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.

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

- 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
- 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
- Project Development:** New funding opportunities and creation of suitable consortia, research and innovation projects
- Mentoring & coaching:** All enrolled cases (Startups and SMEs) receive guidance from experts to increase their business potential

Recruitment process

3-steps process for a 365-days case recruitment

STEP 1

Blue Detectives actively promote the Baltic Blue Biotechnology Alliance. They are dedicated to locating and recruiting new cases and partners, among differential blue biotech innovation ecosystems e.g. universities, startup communities, conferences, accelerator programs in the Baltic Sea Region.

STEP 2

Applicants with a blue bioeconomy-related innovative idea can apply to the Alliance to the 365 open-call for ideas. National contact points are local ambassadors of the Alliance in Baltic countries, accessible by both new applicants and other interested actors. A multinational panel of interdisciplinary Alliance experts (entrepreneurs, business consultants, scientists) evaluates the applications based on these criteria: relevance to the Baltic Sea Region, sustainability, feasibility, market potential and matching of applicants' needs to the competences of Alliance project partners. An idea can be submitted at any stage of the product development chain, from early stage bioprospecting to a prototyped technology needing upscaling or commercialisation.

STEP 3

Selected applicants are invited to present their idea during an organised pitching event to an expert panel. The success rate for becoming part of the Alliance is >50% and new cases are encouraged to apply, regardless of their country of origin.

Being part of the Alliance has been a vital injection for us, when it comes to business development and networking as well as financial support. The Alliance partners and collaborators have motivated us to believe in what we are doing.

Elisabet Brock
KosterAlg, Sweden, Case Owner

The Alliance was extremely useful to support our business development including help ranging from provision of samples of algae from the Baltic Sea to advice on commercial developments. Small companies need a European network like this that amplifies their reach.

Colin Ingham
Hoeknline, Netherlands, Case Owner



EUROPEAN REGIONAL DEVELOPMENT FUND



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.

Get in touch with us to learn more about how to

- Showcase and get support for a new business idea
- Include information on your capacities and resources in the database
- Advertise and / host one of our blue bioeconomy events
- Join us as a mentor
- Participate in our workshops
- Link your activities with the Alliance network
- Sponsor the Alliance

Interested in current opportunities?

Call us directly: +49 30 832 1417 45

Contact: Kamila Zalesiak

Visit our website and see our national contact points:
www.submariner-network.eu



Let's talk about achievements

3 cases have reached their dream and launched a new product

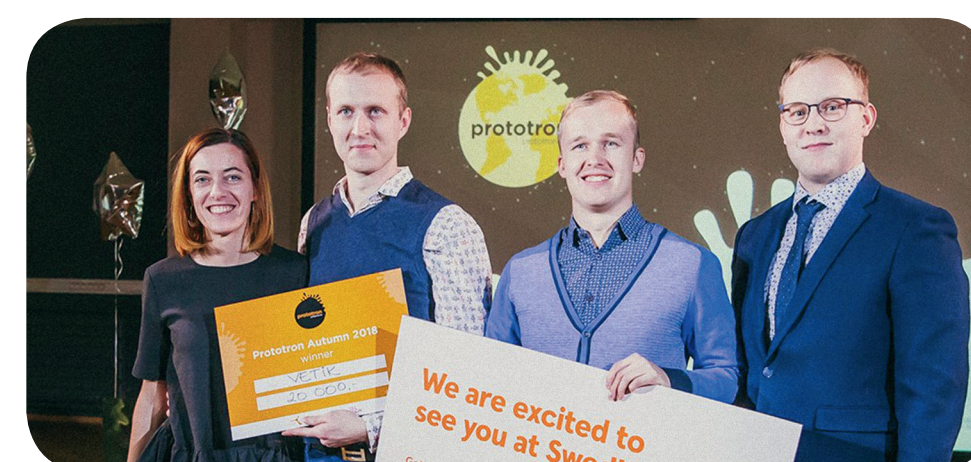


Furcella

Baltic Blue Biotechnology Alliance gave us huge confidence boost just by choosing us into the network at first hand. This was a critical momentum for Berrichi – somebody believed in us, our product's potential and our capacity to implement our plans. From a home-based, do-it-yourself cream-making and abstract dream into the pool of professional environment and international network – this pushed us in many ways.

Janno Joosep
Furcella, Case Owner & Mentor

3 cases won prestigious competitions and pitchings



Vetik (Photo courtesy of Vetik)

The Baltic Blue Biotechnology Alliance was our first contact with foreign experts when we founded the startup. It helped us to start building the strong network we have today.

Valmar Kasuk
Vetik, Estonia, Case Owner

Alliance Partners. Want to join?

