



**BLUE  
INVEST**





## Investment study

A 2018 investment/market study looked into the innovation dynamics and investment needs of the Blue Economy and different established and emerging subsectors. Some of its main findings were:

- SMEs face major obstacles in obtaining finance which are related to idiosyncratic risks linked to operations on, under or near the sea.
- The majority of investors investing in blue firms do not specifically target the Blue Economy, but includes this segment to diversify the investment portfolio. While impact is important, return on investment is key.
- SMEs in the Blue Economy face limited access to private funding, with a funding gap identified of about EUR 60 to 70 bn. Significant public funding is available in form of grants or blending structures but covers only small part of funding gap.
- The recommendation for overcoming the funding gap is a Blue Economy Platform/a dedicated financing instrument that gather funds from public and private sources



## About BlueInvest

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BlueInvest is a platform designed to **boost innovation and investment** in sustainable technologies for the blue economy. It is enabled by the European Maritime and Fisheries Fund.

- Provides a market path for innovation-led projects and initiatives to Blue Economy start-ups, SMEs and scale-ups through technical assistance (investment readiness training, support for access to finance), visibility and networking/matchmaking with investors
- Raises awareness with investors on blue economy investment opportunities and helps to build a dedicated financial ecosystem for blue tech in the EU.
- Helps to meet EU Green deal and SBE objectives by connecting innovation, investment and impact and supporting technologies that address sustainability and climate change challenges.

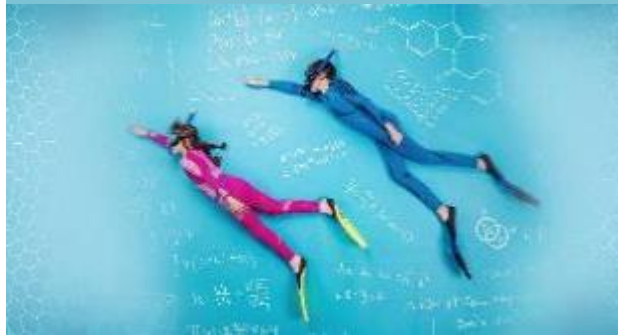
# BLUEINVEST FEATURES



## BLUEINVEST COMMUNITY



## BLUEINVEST ACADEMY



## BLUEINVEST EVENTS



## BLUEINVEST PROJECT PIPELINE



## BLUEINVEST READINESS ASSISTANCE



## BLUEINVEST COACHES



## BLUEINVEST GRANTS



## BLUEINVEST FUND





**01 Mobilised** and enabled a community of SMEs, startups, business coaches and stakeholders

**02 Increased** awareness and facilitated deals for blue tech companies / BE innovation projects

**03 Established** a dedicated financial ecosystem for the sustainable blue economy

**04 Promoted** the EU SBE, its market opportunities and innovation linked to the EU Green Deal



## COMMUNITY

**1174**

Community members

**34**

Events

**3399**

B2B meetings

**92%**

Satisfaction



## READINESS ASSISTANCE

**201**

Beneficiaries

**63**

Testimonials

**50**

Success stories

**173**

BlueInvest coaches

**97%**

Satisfaction



## PROJECT PIPELINE

**227**

Companies featured

**2090**

Projects in the database

**54**

Investors registered on the project pipeline

**100+ introductions**  
to interested investors



## INVESTORS

**255**

Investors engaged

**1240**

Investors informed on blue economy opportunities

**39**

Club of Investors

**30+**

Sustainable & blue funds introduced



## INVESTMENT LANDSCAPE

**€300 million**

Raised by the BlueInvest Fund

**5**

BlueInvest Funds selected

**€ 42,5 million**

BlueInvest Grants

**24**

BlueInvest companies have closed an investment round





- 01** Customised business coaching was highly valued by companies and investors alike, more focus needs to be put on sustainability to support Green Deal
- 02** Areas of high demand for business support were access to finance, investment readiness and bankability, and market readiness, product and innovation (IP)
- 03** Credible and relevant introductions of companies to investors provided by BlueInvest was key – preparation of both sides were needed and appreciated
- 04** Investors appreciated training and briefings on sustainability practices, ESG, and sector-specific intelligence (market opportunity snapshots and thematic presentations)
- 05** EU-funded business support mechanisms and innovation platforms are not visible enough to businesses and to the investor community– there was high appreciation when these were featured during events (e.g. EEN, ECCP, Horizon results platform, EIPP, IP SME helpdesk, Life, etc.)

# The BlueInvest Fund

*The European Commission partnered with the European Investment Fund to launch the EUR 75m BlueInvest Fund*

## The BlueInvest Fund will support innovative blue economy

EIF shall invest in **equity funds** whose investment strategies target partially or fully **blue economic activities** including natural or cultural capital, ocean energy, climate action, inclusion of coastal communities and better coastal protection.

## Blended finance - complementarity with EC backed projects

The new fund was complemented by the European Commission's **BlueInvest platform**, a blended finance initiative, which supports investment readiness and access to finance for early-stage businesses, SMEs and scale-ups.

→ Complementary call for expression of interest for portfolio companies [here](#)





# CONTACT THE BLUEINVEST TEAM

And plug into the Community

Join the community:



Contact Information

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