



**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

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.

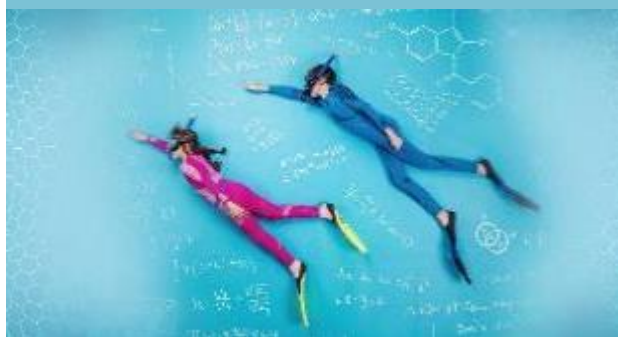
BLUEINVEST FEATURES



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:



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