



**NOC
Innovations**

OCEAN CATALYST

**THE NOC INNOVATIONS BUSINESS
ACCELERATOR PROGRAMME**

THE OCEAN IS THE SINGLE MOST IMPORTANT NATURAL RESOURCE FOR LIFE ON EARTH

It will define how we live in the future and it has the potential to help tackle some of humanity's biggest challenges. The National Oceanography Centre's (NOC) world-leading scientists and engineers give us the ability to be the driving force behind the development of understanding, knowledge and technology in the ocean.

Our ability to act at pace to solve the critical challenges facing the ocean depends on harnessing the potential of science and technology. Incredible developments are being made in the UK ocean technology sector, but the market barriers are delaying or preventing many solutions from being implemented.

With over 60 years of ocean research and technology experience, NOC is uniquely positioned to support the advancement of new technologies for sustainable ocean exploration and research.

We are now looking to harness this expertise to develop an ocean accelerator fund for early-stage marine technology development.

WHY NOW?



- The UK has 9 catapults – none focussed on ocean technology and innovation and none based in the Solent region
- The maritime sector in Hampshire alone generates more than £5.6bn p.a and employs more than 150,000 people
- Southampton is home to the National Oceanography Centre, the UK's largest ocean science research organisation
- We have 3 Universities with specialist marine centres of expertise in the region
- There are more than 150 UK-based accelerator and start-up incubator organisations or programs but only 1 is dedicated to ocean technology; Bright tide, an 8-week virtual accelerator program
- There are around 225 companies classed as maritime start-ups in the UK
- The number of ocean tech investment funds has quadrupled since 2018
- There are several well-aligned ocean tech funds highly active; Vala Capital, Katapult, etc

OCEAN CATALYST ACCELERATOR PROGRAMME



Purpose

To support, fund and accelerate the growth of innovative start-ups

Provide resources, mentorship, and networking opportunities

Who is the programme for?

Early-stage start-ups with high-growth potential

Innovative projects in Ocean Science related
technology and services

NOC colleagues developing innovative products

KEY BENEFITS



Resources and Facilities

Access to state-of-the-art workspace and
laboratories

Advanced technological tools and equipment

Marketing and Visibility

Media exposure and promotional support

Participation in demo days, pitch events, and
industry conference

Mentorship and Coaching

One-on-one mentoring from industry experts and entrepreneurs

Regular workshops and seminars on business development,
marketing, finance, and more

Opportunities to collaborate with other start-ups, researchers,
and corporate partners

Funding readiness

Pitch Deck Development & Demo Day

Introductions to sources of investment funding
including our Venture Capital partners

Access to a network of alumni and industry contacts

Access To Workspace & Testing Facilities

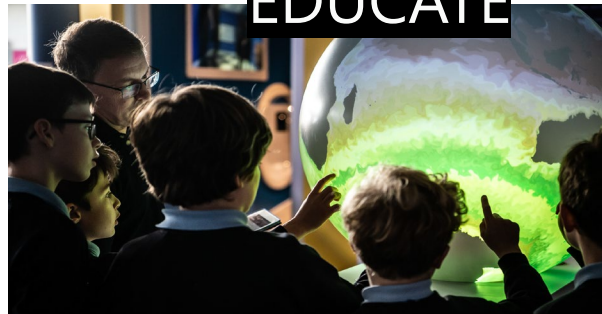


- Dockside access at NOC
- Hot Desks
- Private Meeting Rooms
- Lab Support
- 3D printers and rapid prototyping equipment
- Access to test tanks, pressure pots, fresh water and seawater ballasting tanks
- Access to Loch Ness deep water test site

INSPIRE



EDUCATE



INFLUENCE



CONNECT



Programme Structure and Timeline



Month 1: Onboarding and Orientation

- Introduction to the accelerator programme.
- Setting goals and milestones

Month 2-4: Mentorship and Development

- Skill-building workshops and seminars,
- Regular mentoring sessions

Months 5: Networking and Partnership Building

- Networking events with industry leaders.
- Partnership opportunities

Month 6: Pitch Preparation and Demo Day

- Intensive pitch coaching
- Preparation for demo day and investor presentations

Month 7+: Post-Programme Support

- Continued mentorship and support
- Access to alumni network and resources



Workshops & Mentoring



1. Business Model, Operational Excellence and Scaling, Exit Strategy Planning

Objective: Help startups define and refine their business models. : Prepare participants for operational challenges as they scale. Prepare companies for potential exit scenarios, even from an early stage.

2. Product Development and MVP. Market Research and Validation

Objective: Guide startups in developing a Minimum Viable Product (MVP) and iterating based on feedback. Ensure start-ups understand their target market and validate their ideas.

3. Sales Strategies and Customer Acquisition, Networking and Partnership Building

Objective: Develop effective sales processes and strategies for customer acquisition. Help start-ups build a strong network of advisors, partners, and customers.

4. Financial Planning, Pitching and Fundraising.

Objective: Provide a solid foundation in financial management and fundraising strategies. Equip founders with the skills to pitch effectively to investors, partners, and customers.

Ocean Catalyst Eligibility and Application



Eligibility Criteria

- Current Member of the NOC Innovation Centre
- Innovative and scalable business ideas.
- A dedicated and capable founding team.
- Prototype or minimum viable product (MVP) is a plus.

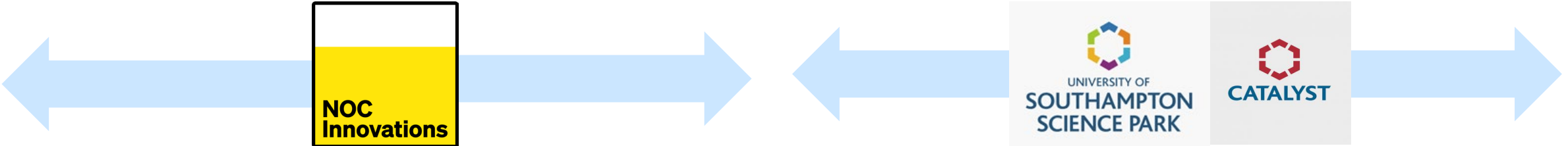
Key Dates

- Application deadline: Friday 28 Feb 2025
- Invitation to participate: Friday 14 March 2025
- Programme start date: Monday 14 April 2025

Application Steps

1. Online Application: Submit an online application form detailing the start-up and team.
2. Screening Process: Initial screening by the accelerator team.
3. Pitch Presentation: Shortlisted candidates present their start-up to a selection panel.
4. Final Selection: Selected start-ups are notified and onboarded.

NOC-I Ocean Catalyst Programme Timeline



University of Southampton Science Park Catalyst



Upon completing the NOC Innovations Ocean Catalyst Programme, applicants can apply for a NOC Innovations supported place on the University of Southampton Science Park's Catalyst Programme. Places are competitive and are dependent on company size, growth ambitions and investment objectives.

- **Catalyst** is the University of Southampton Science Park's business accelerator, designed specifically for early-stage innovation-led science and technology companies in the South Central region.
- **Catalyst** is designed to help fast-track innovation-led businesses in the Solent region.
- It is an intensive programme which runs over six months, requiring weekly attendance for **up to 2 days per week**. On completion, you will have benefited from a mentoring and workshop learning programme with world-class business mentors. You'll be equipped with the tools and connections you need to drive your business forward. You'll also enjoy a prestigious business home at Southampton Science Park with opportunities to network with its innovation community for the duration of the programme.



THE TEAM



Huw Gullick

Associate Director NOC
Innovations

Huw's spent over 15 years working in some of the world's most respected technology and engineering organisations. With a technical background in aero-engines and materials engineering, he's responsible for the overall leadership of NOC Innovations, and is a member of the executive team at the National Oceanography Centre.



Dr Alan Wright

Programme Coordinator

Alan has extensive experience of working with VC's, including buying, scaling and selling companies. Alan recently completed a PhD focussed on chemical sensor development for autonomous underwater vehicles. This took him on ocean-going expeditions to the Antarctic and the Arctic amongst other places.



Mark Hamson

Head of
Innovation Centre & Events

Mark has over 30 years of cross-sector, senior-level experience. Most recently, he worked as the UK Marine Export Consultant for the Department of International Trade. He now oversees all our Innovation Centre activities and events, working closely with member organisations in the UK and overseas.



Holly Evans

Head of Strategic
Relationships

Holly is passionate about developing meaningful partnerships with individuals, companies and foundations to enable vital change in our world. After 8 years of fundraising locally and internationally, Holly is excited to work alongside the UK's most innovative scientists to protect the ocean and help the NOC make sense of our changing seas.



Phil Bishop

Head of Commercial
Development

Phil is an oceanographer with significant experience in business development, commercial management and the offshore technical services sector. Here at NOC Innovations, he's responsible for the commercial delivery and expansion of our technical and scientific services. This encompasses our existing services and the identification of new ones.



**NOC
Innovations**

**SCIENTIFIC PROGRESS IS MADE POSSIBLE
WITH THE DEVELOPMENT OF NEW,
DISRUPTIVE TECHNOLOGIES**

**WE WOULD LOVE TO SUPPORT YOU IN
BRINGING TO LIFE THE NEXT GENERATION
OF SUSTAINABLE OCEAN TECHNOLOGY**

THANK YOU