

# OceanMint New Product Launch Strategy

Scaling Market Presence



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# Project Summary

# OceanMint Overview

- **Mission and Focus:** Ocean Mint aims to revolutionize agriculture through innovative, sustainable practices and cutting-edge technologies that optimize productivity and minimize environmental impact.
- **Core Activities:** OM specializes in precision farming (advanced sensors, AI, data analytics), sustainable practices (organic farming, regenerative agriculture, agroforestry), and provides training and consultancy.
- **Goals:** Are to enhance farm productivity, improve food security, restore soil health, preserve biodiversity, and combat climate change.
- **Collaborative Approach:** OM actively partners with farmers, research institutions, and governments to promote knowledge sharing and accelerate sustainable practices.



# PESTEL Market Analysis

- **Political**

The growing Nigerian and West African population in the UK is a key driver for demand in ethnic foods and ingredients, including niche products like mushroom ginger and insect protein.

- **Economic**

Higher-income groups favor premium foods, but price sensitivity affects broader demographics. While insect protein is cost-effective, the high cost of FSA approval poses a challenge for small startups.

- **Social**

Growing trend of consumers seeking functional foods that contribute to well-being. Insect protein is cheaper, eco-friendly alternative with lower environmental impact. Consumers are exploring diverse flavors. Eat Grub has already started boosting awareness of insect protein, selling in 250 Sainsburys stores in the UK.

- **Technological**

Ecommerce is growing with the death of the high street. There is a trend towards hybrid, innovative food products like insect protein. Social media can amplify this trend as well as initially target the west African market easily online.

- **Environmental**

Insect protein has a much lower carbon footprint and reduces farm land needed, preserving ecosystems.

- **Legal**

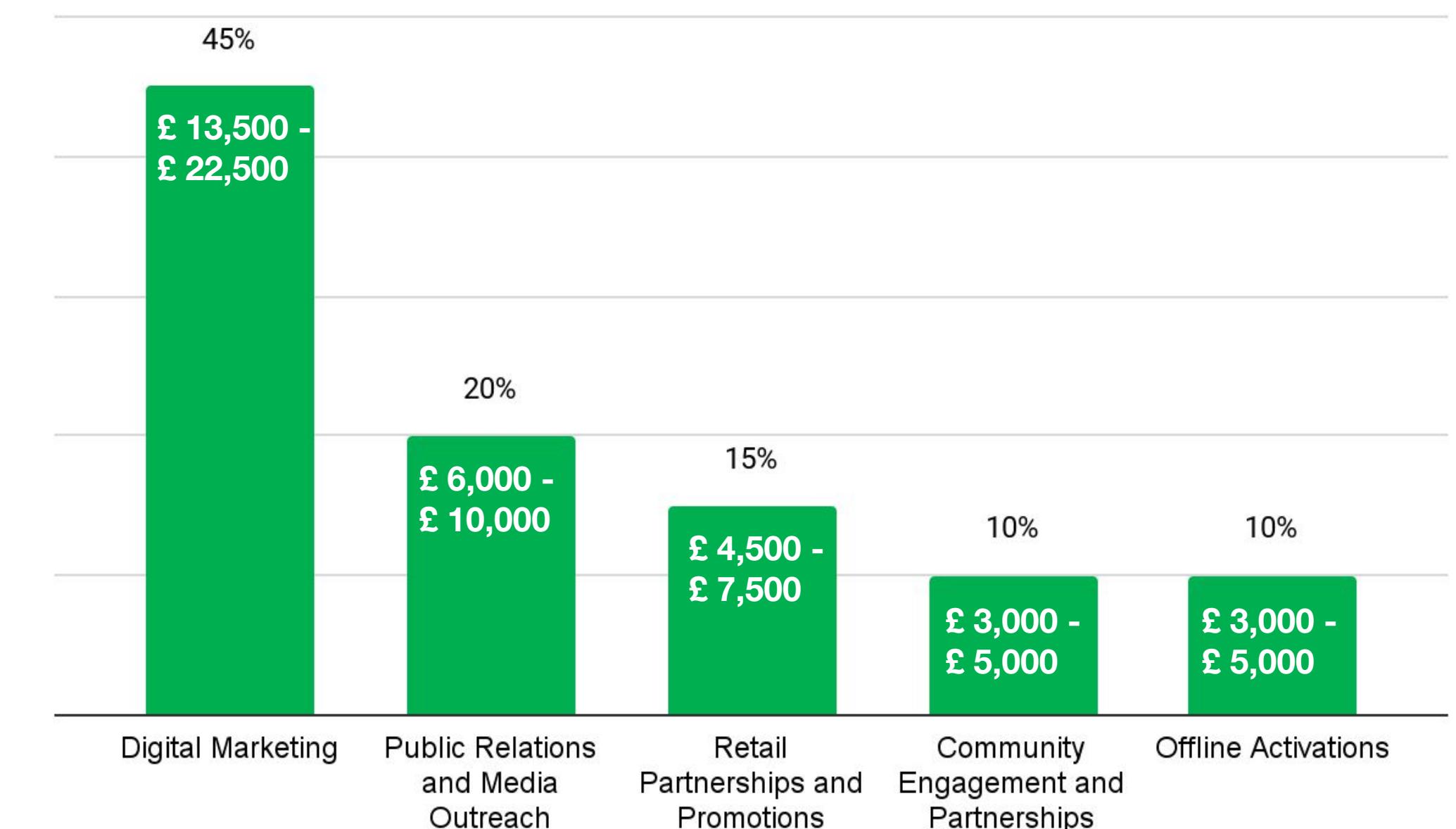
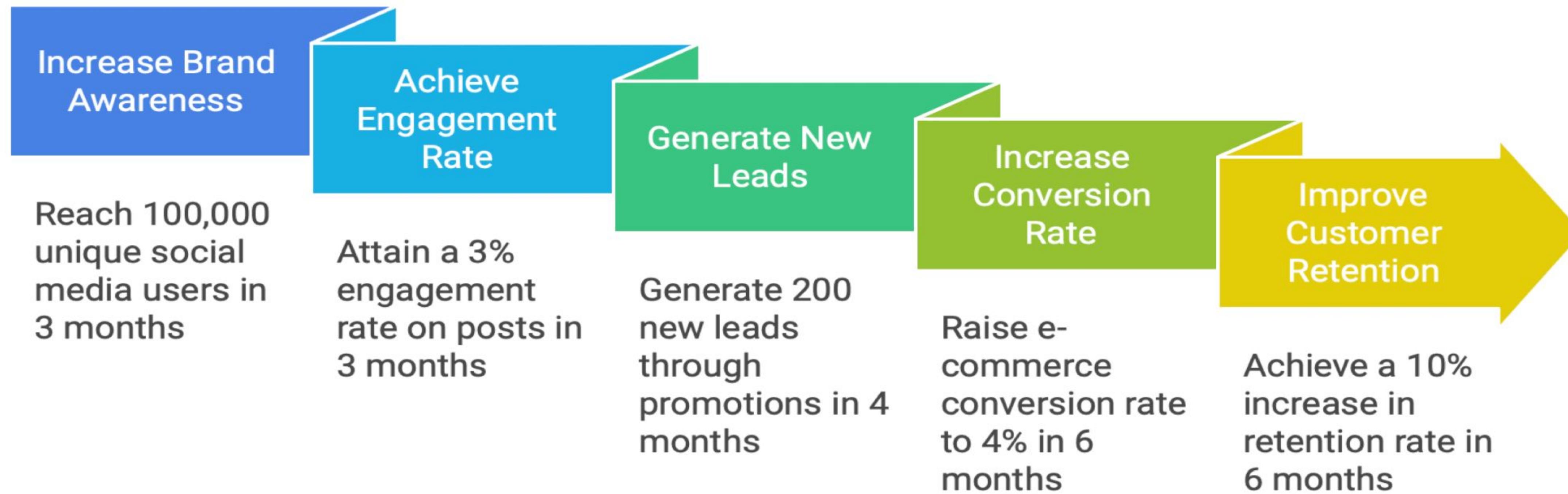
Perhaps the most limiting lens. Insect protein is “novel” foodstuff and only about 6 species can legally be sold in the UK, limiting the product range and making it harder to differentiate the individual product. Introducing new species would cost around £80,000+ for all legal requirements.

# Summarized Marketing Strategy



# Marketing Mix

The strategy integrates digital and offline activities with a focus on social media, e-commerce platforms, and retail partnerships with UK stores like Waitrose. It operates on a quarterly budget of £30,000 - £50,000 but includes flexibility to significantly cut costs if there are delays in securing funding, ensuring essential activities can continue at a reduced scale.



# Wow Campaigns



## OceanMint Planet

A virtual, interactive 3D world accessible via web or VR where users can explore “OceanMint Planet”

### Why It's Cool

A virtual world provides a unique, futuristic experience while subtly educating users about OceanMint's mission.



## The Great Green Drop

A series of drone-powered pop-up events across the UK where drones deliver free OceanMint samples in biodegradable, seed-plantable packages.

### Why It's Cool

Drone deliveries create a futuristic, eco-friendly spectacle that's Instagram-worthy and reinforces the sustainability message.



## Future Feast

Pop-up dining events in collaboration with leading UK chefs to create an immersive “feast of the future,” showcasing innovative dishes made with OceanMint products.

### Why It's Cool

A premium dining experience highlights the versatility and sophistication of OceanMint products while providing excellent media and influencer coverage.

# Action Plan for Distribution Channels

## Timeline

Finalize partnerships with UK-based retailers and logistics providers.	Conduct pilot tests in selected UK markets, such as London and Manchester.	Evaluate pilot performance and expand to additional regions within the UK.					
Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8

## Long-Term Vision:

To establish a distribution network that supports rapid scalability without sacrificing environmental goals.

## Importance:

- Accessibility:** Ensures products are available to target consumers efficiently.
- Brand Awareness:** Increases product visibility and consumer engagement.
- Scalability:** Lays the groundwork for expanding to new markets.

## Example Pilot Plan:

- Retail Partnership:** Collaborate with Waitrose, a UK retailer known for its commitment to sustainability, to launch OceanMint products in select stores across London.
- E-commerce Platform:** Utilize Ocado, a UK-based online supermarket, to offer OceanMint products to a broader audience, leveraging their established distribution network.
- Logistics Provider:** Partner with DPD UK, recognized for its carbon-neutral delivery services, to ensure eco-friendly distribution of products.

# Action Plan for Funding and Partnerships

## Timeline

Identify and approach key UK-based funding sources and potential partners.	Secure initial funding commitments and formalize partnership agreements.	Deploy secured funds to scale operations and execute the marketing strategy.
Month 1	Month 2	Month 3

## Example Strategy:

- Funding Source:** Engage with Sustainable Ventures, a UK-based venture capital firm that invests in sustainable startups, to secure investment for scaling operations.
- Retail Partnership:** Collaborate with Planet Organic, the UK's largest fully certified organic supermarket, to distribute OceanMint products to health-conscious consumers.
- Logistics Partnership:** Partner with Gnewt by Menzies Distribution, a UK-based logistics provider specializing in zero-emission last-mile deliveries, to ensure eco-friendly distribution.

## Why This Matters:

Aligning with UK-based funding sources and partners facilitates smoother operations within the local market, ensures compliance with regional regulations, and enhances OceanMint's credibility among UK consumers.

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# Market Analysis Report

Analyzing the insect protein  
and ginger spice market using  
**PESTEL** analysis.

# Political Lense

## Growth of Nigerian/West African population in the UK:

- 270,768 Nigerian-born residents in England and Wales
- UK population of West African descent estimated 500,000 to 1 million
- Concentrated in big cities like London - easier to target



# Economic Lense

- **Income Levels:** Higher-income groups tend to spend more on premium food products, including specialty spices and health-oriented foods. However, price sensitivity remains a concern across broader demographics, especially during economic downturns.
- **Saving money:** Insect protein is a lot cheaper than other forms. This is in Ocean Mint's favour.
- **Cost of getting FSA approval:** report costs up to £80k, a significant barrier for small startups.



# Social Lense

- **Health Consciousness:** There is a rising demand for natural and health-oriented food products.
- **Eco consciousness/sustainability:** there is a notable shift towards sustainable protein sources, people are aware of their carbon footprint and how energy-intensive and unsustainable it is to produce meat for protein. Insect protein makes a cheaper, eco-friendly alternative.
- **Culinary Trends:** The increasing popularity of global cuisines in the UK has made spices like mushroom ginger more acceptable/appealing.



# Social Lense

For Insect Protein

- **Nutritional Value:** As people focus more on sustainability there is growing discussion of alternatives and the fact that insects are high in protein and other nutrients, making them attractive to health-conscious consumers. The growing interest in high-protein diets further supports this.
- **Changing Consumer Perceptions:** One of the significant barriers for insect protein is people's perception; many individuals remain hesitant about consuming insects due to cultural norms or aversion to unfamiliar food. Overcoming this barrier requires effective marketing strategies that emphasize the benefits of insect protein.



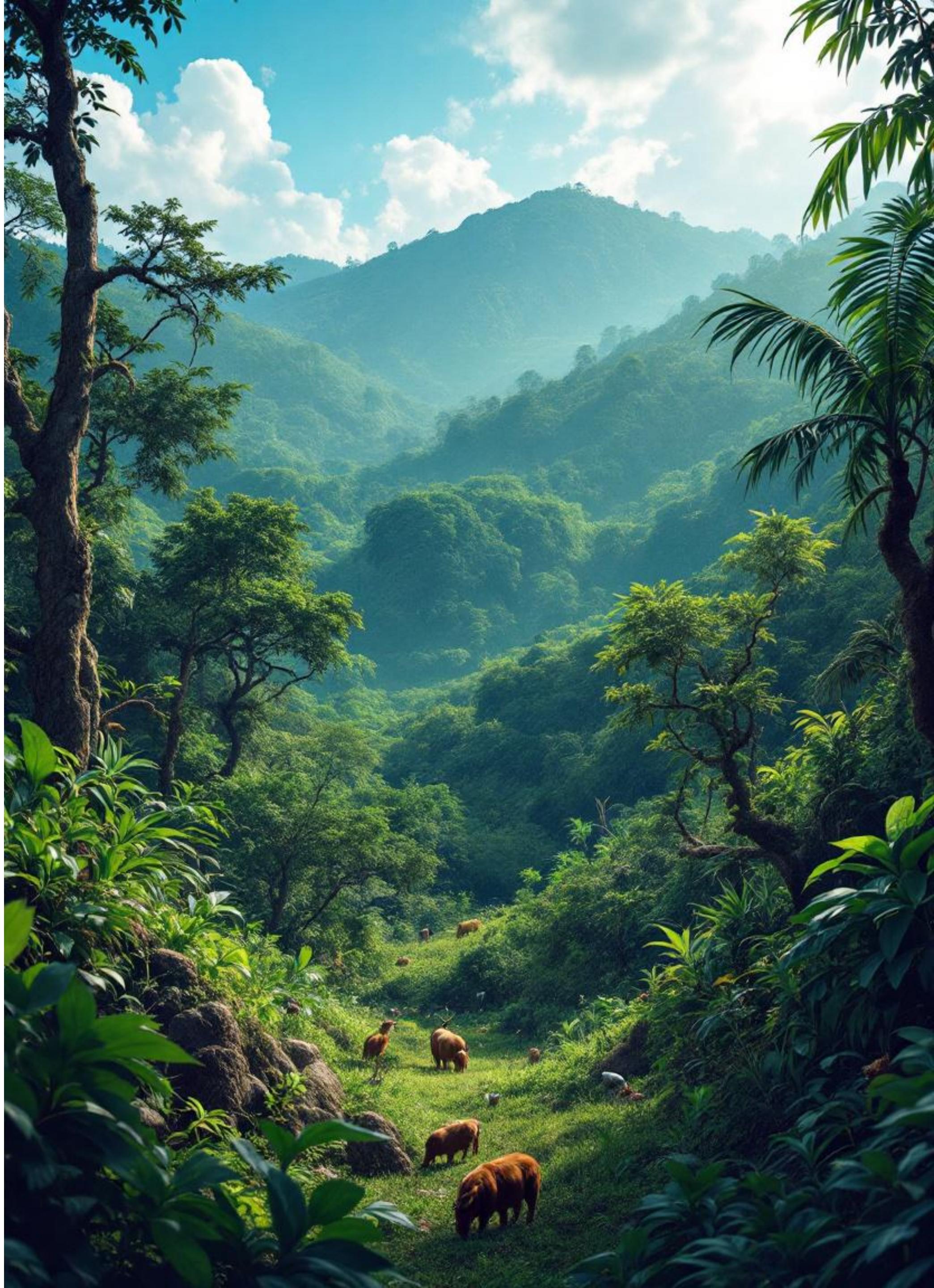
# Technological Lense

- **E-commerce Growth:** The rise of online shopping has made it easier to access niche products like mushroom ginger and insect protein. Ocean Mint already has an online store which could be boosted.
- **Innovation in Food Products to incorporate insect protein:** There is a trend towards innovative food products that incorporate insect protein into snacks, bars, and other convenient formats.
- **Social media power:** The influence of social media influencers could be a key method to drive awareness among non-Nigerians as well as use of the products.



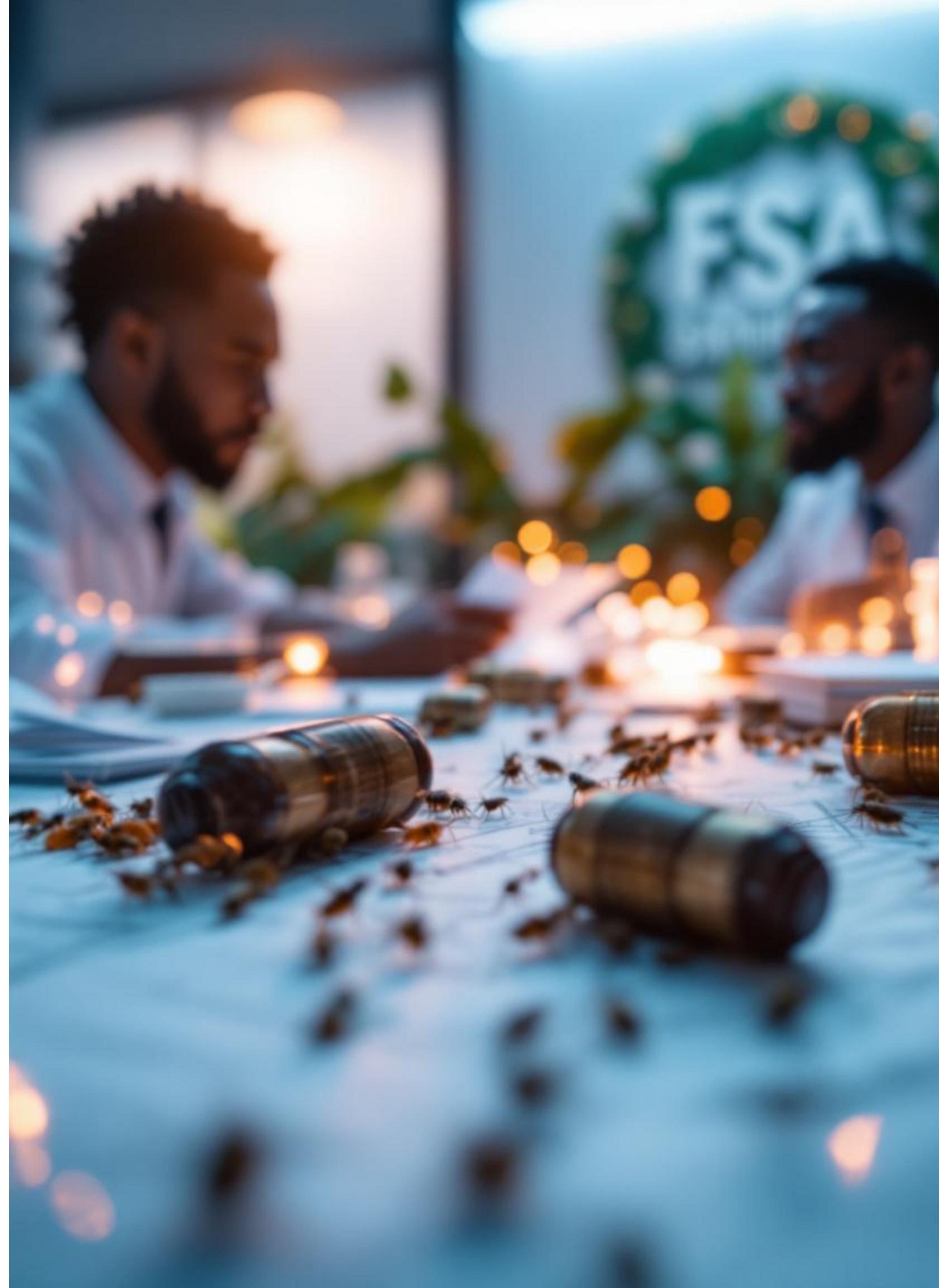
# Environmental Lense

- Overlap with sustainability aspects mentioned above.  
Better for the environment and reduces carbon footprint.
- **Saves rainforest** otherwise used to farm cattle.



# Legal Lense

- **Regulatory Environment:** Insects are classed as “novel” foods, because they have minimal history of being consumed in the UK. Under post-Brexit rules, companies must submit an application to the Food Standards Agency. The agency requires toxicology reports, paid for by the applicant which costs around £80k.
- **Limited number of FSA approved/legal insects:** thus hard to introduce new species to the market and foster growth. Ocean Mint has to just focus on the ones they have.



# PESTEL

PESTEL analysis shows a number of challenges but also opportunities. **There is space for Ocean Mint to be the market leader in insect protein.**

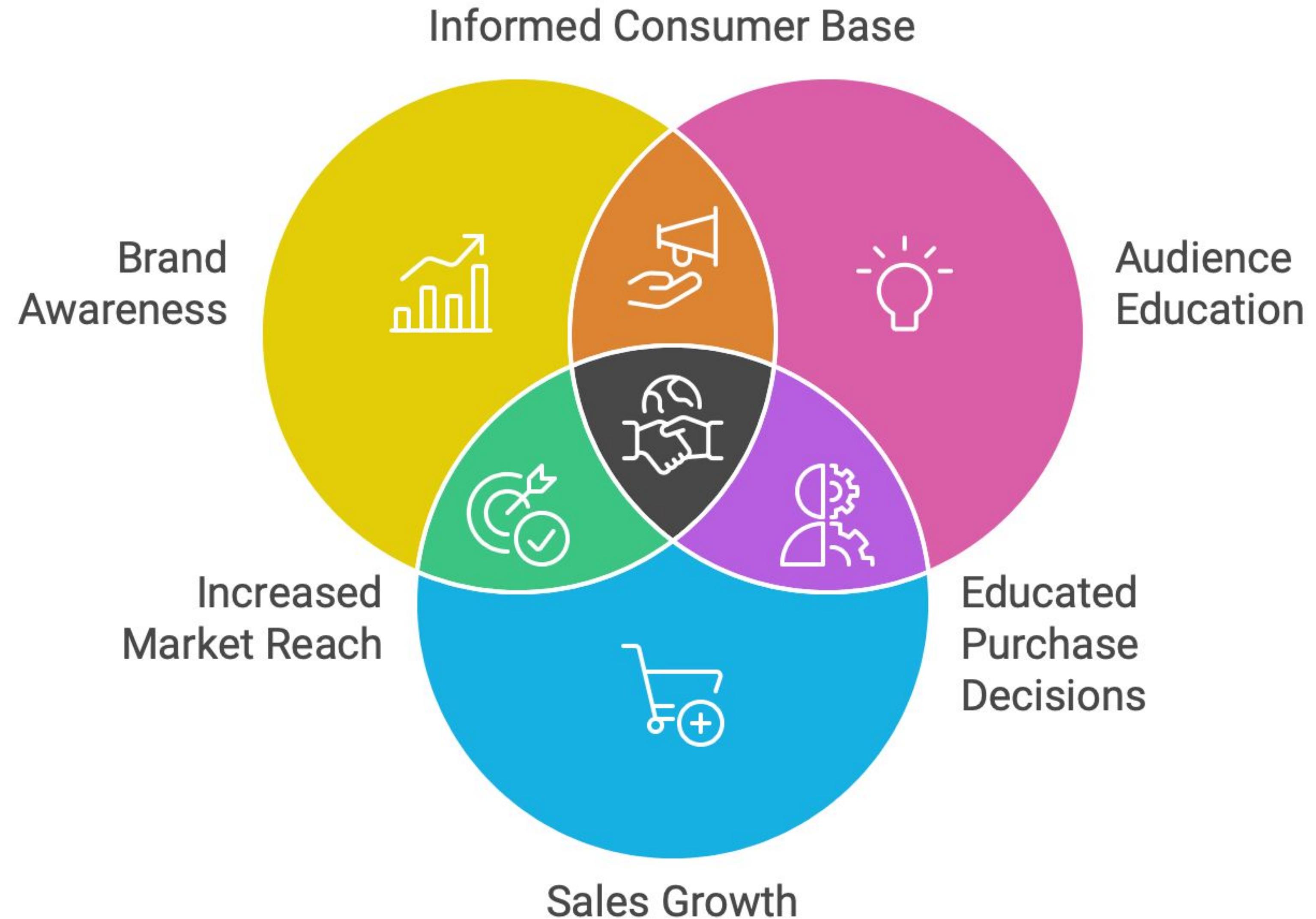


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# Product Positioning and Branding Strategy

# Marketing Objectives

Integrated Marketing Strategy



# Target Audience



**Core audience.**  
Eco-conscious millennials and Gen Z (25-40) with disposable income, located in urban areas

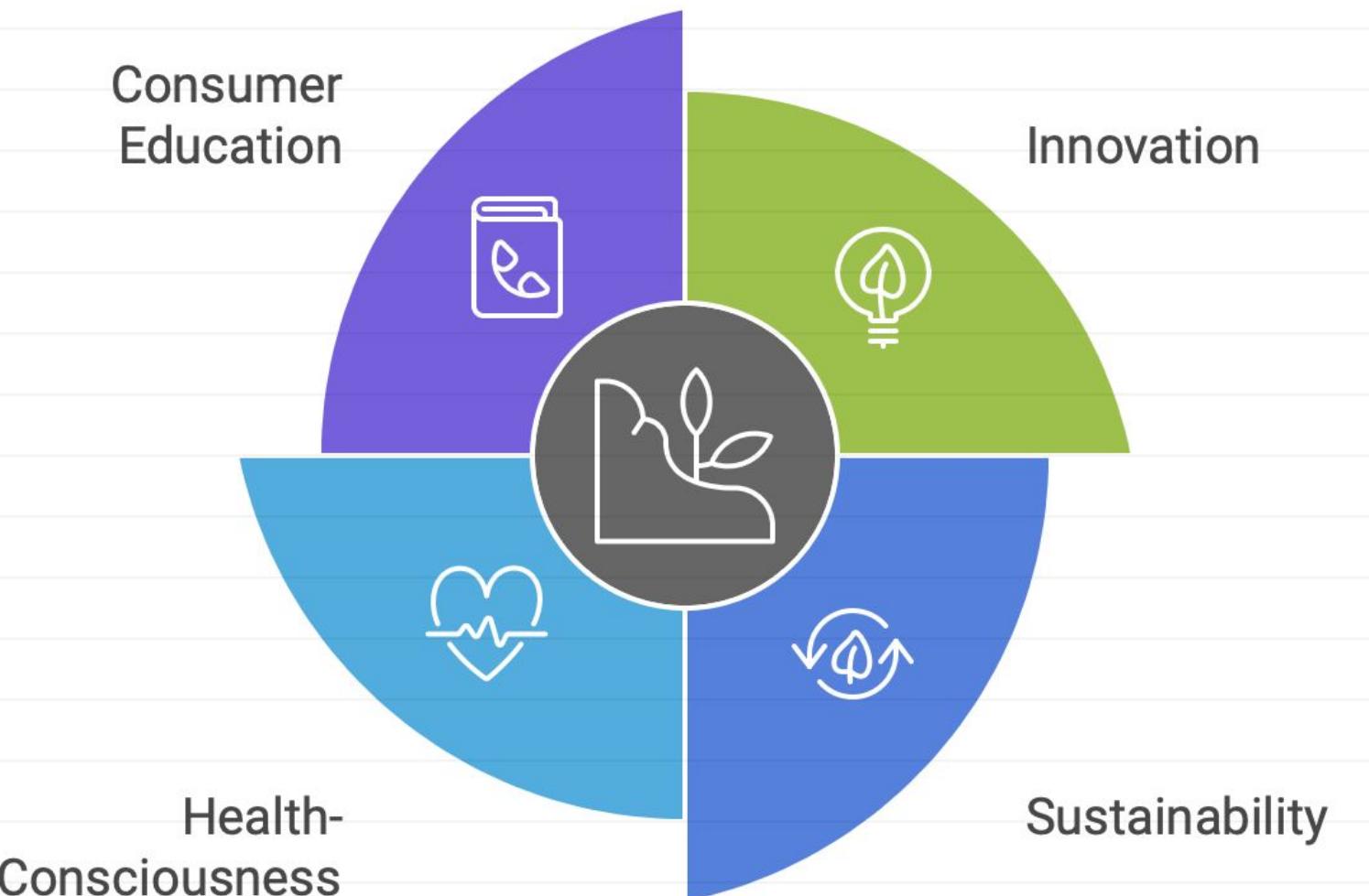
**Secondary audience.**  
B2B buyers, including retailers, hotels, restaurants etc

# Brand Purpose and Story

## Brand Purpose

- Position the brand as a pioneer in sustainable, innovative, and health-conscious foods that offer unique benefits such as the mushroom ginger and insect protein.
- Emphasize a mission that contributes to environmental sustainability and nutrition, making it accessible to eco-minded consumers. **Question to client: how to label the insect protein? Consumer wishing to know the source?**

Brand Strategy for Sustainable Foods



## Brand Story:

Story of Ocean mint in relation to consumer health, sustainability and innovation. Talk about the product unique flavour, nutritional value and sustainable protein source.

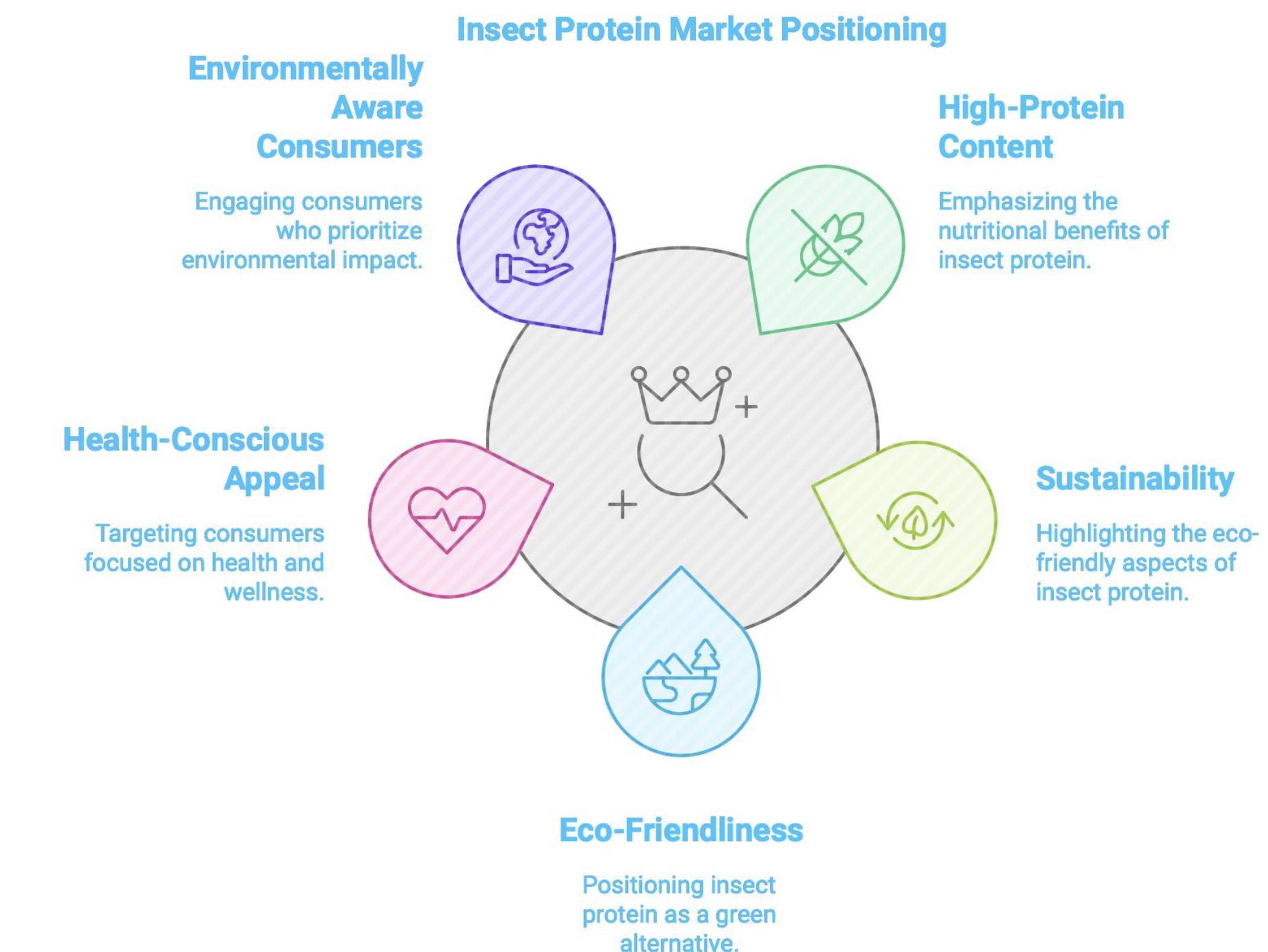
**Example:** Innovative Nutrition for a Sustainable Future

# Create Complementary Positioning Statements for Each Product

**Unified Brand Positioning:** Combine both (Brand purpose & Brand story) into a message that speaks to offering unique, nutritious, and sustainable options, catering to adventurous, health-conscious eaters. This positioning will appeal to consumers interested in food that is both good for them and good for the planet.



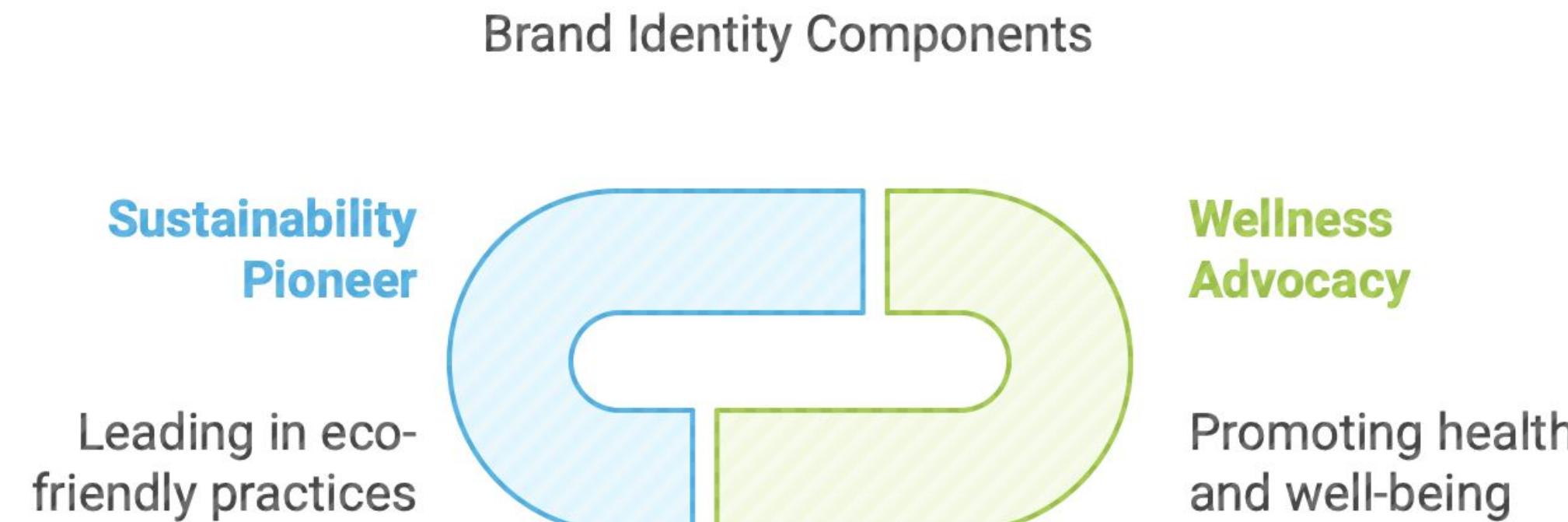
**Insect Protein Positioning**



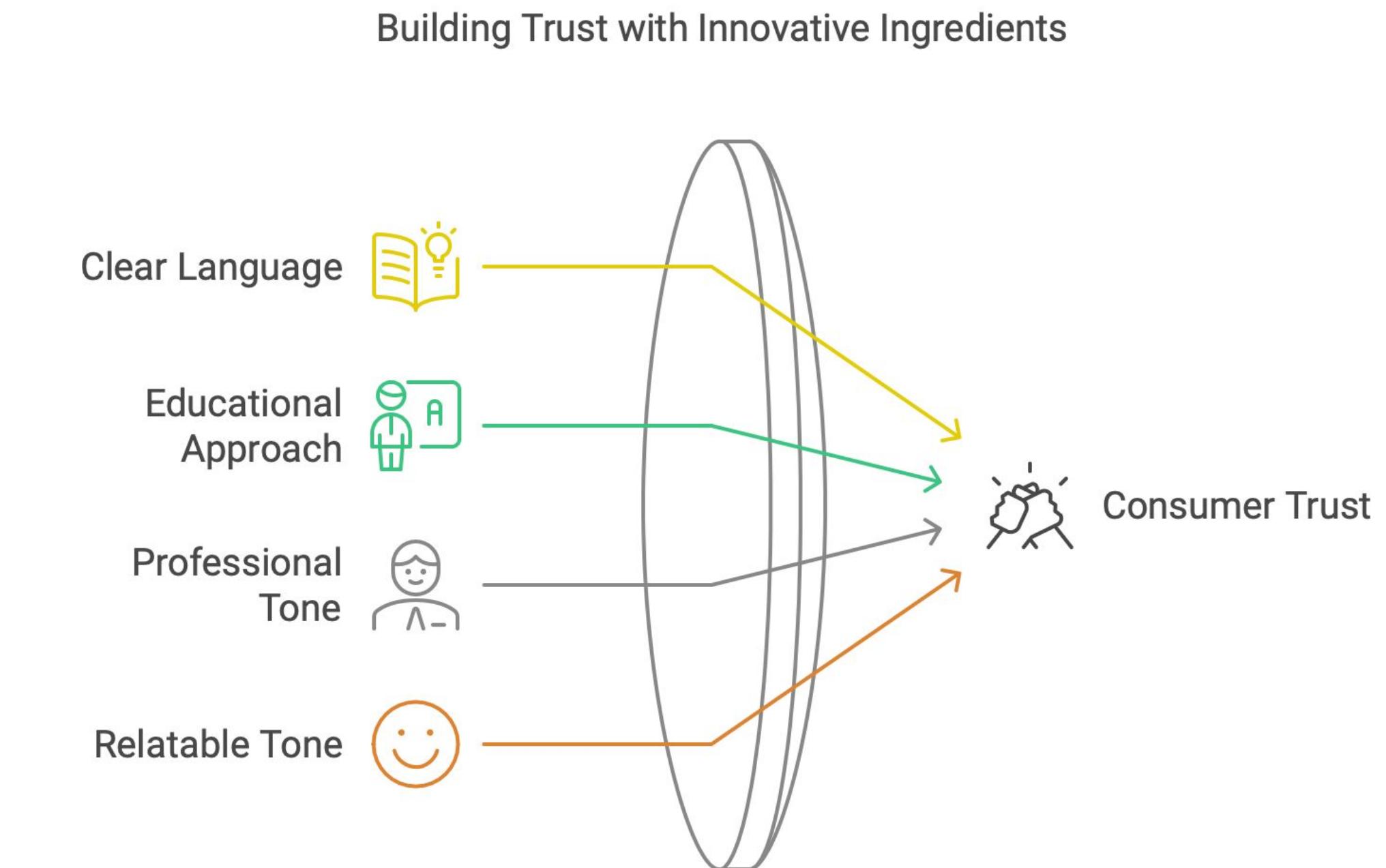
**Mushroom Ginger Positioning**

# Developing Cohesive Brand Personality and Tone

## Brand Personality



## Voice



# Create a Unified Visual Identity

## Color Palette

Earthy, natural tones like greens, browns, and neutrals that reflect sustainability and health. These colours can give both products a unified, natural look.



# Create a Unified Visual Identity

## Packaging Design:

Design eco-friendly packaging that highlights health benefits and sustainability for intense protein, mushrooms and ginger.

Use sustainable materials and incorporate subtle icons representing key ingredients, like insects or mushrooms, to reinforce the brand's dual focus.



# Create a Unified Visual Identity

**Logo and Branding:** Develop a logo that embodies innovation and nature—possibly a stylized plant or ecosystem symbol—that connects both products visually.

Oceanmint  
UK

Food research, processing and Agricultural  
business development

LEARN MORE →

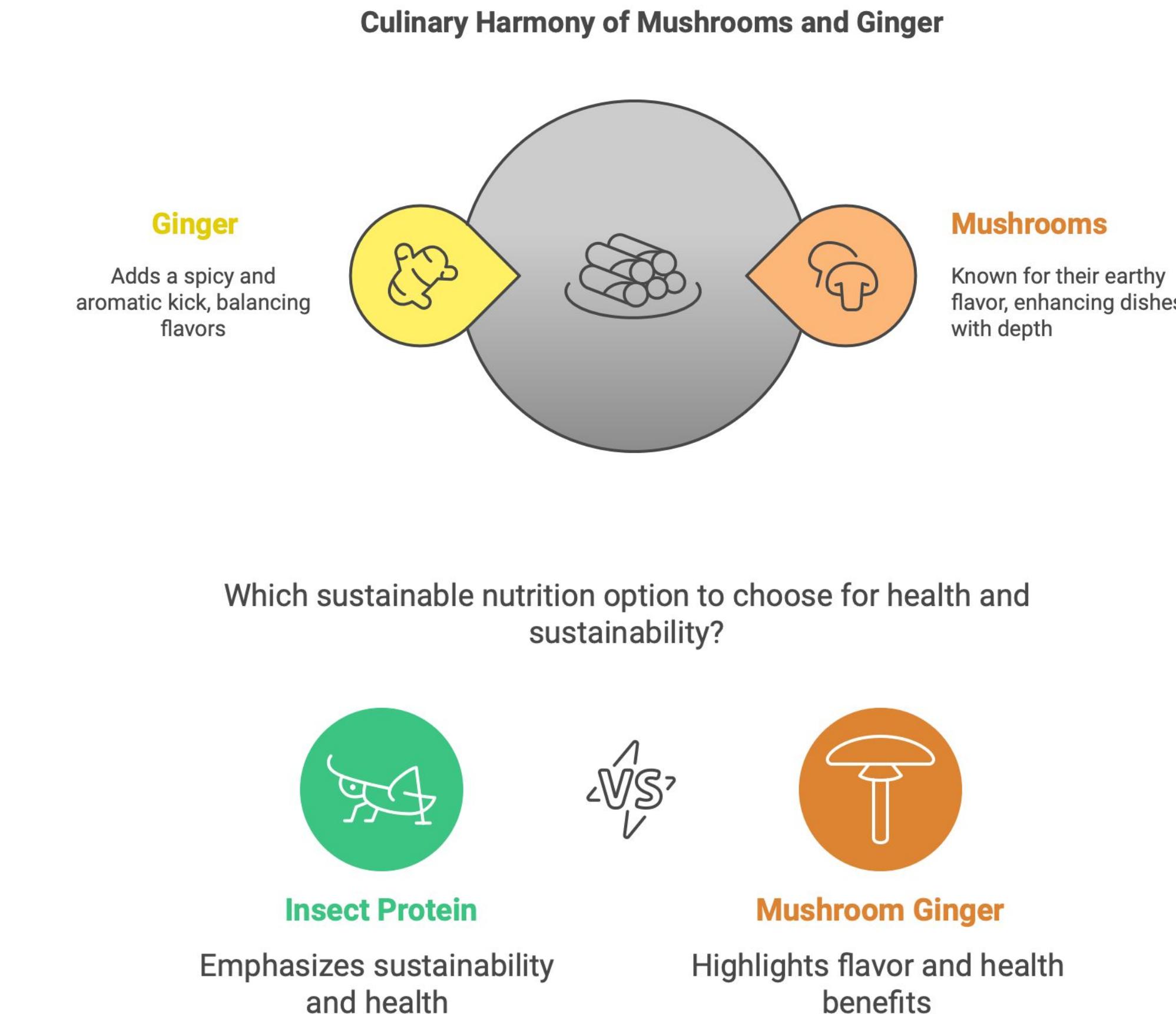


# Craft a Brand Tagline and Messaging that Unifies Both Products

## Tagline Examples:

- "Future Foods for a Healthier Planet" or
- "Nourish with Nature's Power."

**Messaging:** Reinforce the idea of choosing sustainable, powerful nutrition with phrases like "Protein Reimagined" for insect protein and "Flavour with Benefits" for mushroom ginger. Educate consumers on the benefits of both, emphasizing the brand's commitment to health and sustainability.



# Develop an Integrated Marketing and Content Strategy

- **Educational Content:** Since both ingredients may be new to consumers, create content like blogs, videos, or infographics explaining the benefits of insect protein and mushroom ginger, backed by research and sustainability facts.
- **Recipe Inspiration (Content Marketing):** Show how the products can be used together or separately through recipes, highlighting their taste and nutritional synergy (e.g., smoothie powders, essential ingredient protein bars, shakes, baking recipes, etc..).
- **Social Media Campaigns:** Run campaigns focused on both products' sustainability impact and health benefits.  
[#Fuel The Future](#) or [#nourishing\\_lives](#) could be a campaign showcasing how both ingredients can support a sustainable lifestyle.



410 posts

216 followers

567 following

Ocean Mint

@ ocean\_mint

Product/service

We plant, harvest and process our foods.

Sustainability is key

Imported from Africa Nigeria

[oceanmintconsortium.com](#)

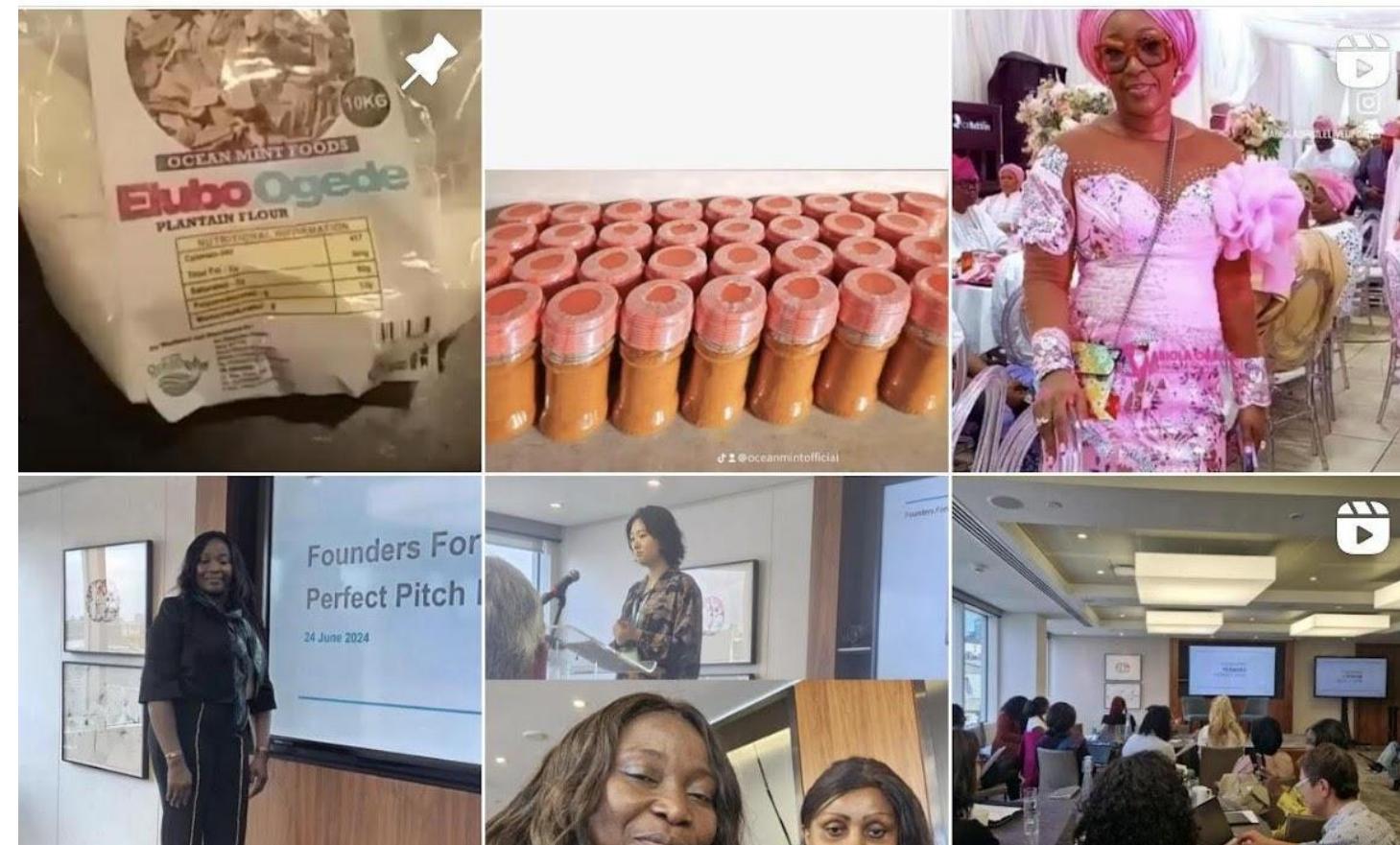
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Highlights



# Marketing Channels

- 1. Social Media Platforms:** showcasing food items with appealing photos via Visual platforms like **Instagram, Facebook, Tik Tok and YouTube**
- 2. Collaborate with Eco-Conscious and Health-Oriented Influencers:**
  - Influencer Partnerships:** Partner with sustainability advocates, nutritionists, and wellness influencers who can promote the brand's dual product line as a choice for eco-minded, health-conscious consumers.
  - Unified Product Promotion:** Have influencers create content that highlights how both ingredients (insect protein and mushroom ginger) complement a sustainable and health-focused diet.



# Marketing Channels

## 3. E-commerce Platforms

- **Amazon and Ocado:** Many consumers in the UK now purchase food online. Listing products on popular e-commerce sites can increase reach.
- **Direct-to-Consumer (DTC) Websites:** A branded website allows companies to control the customer experience and collect data for future marketing efforts.

## 4. Retail Partnerships

- **Supermarkets:** Partnering with well-known UK supermarkets like Tesco, Sainsbury's, or Waitrose can provide significant exposure.
- **Health Food Stores:** For specialty food items (e.g., organic, plant-based, or health-focused), stores like Holland & Barrett are ideal.

## 5. Email Marketing

Newsletters can keep customers informed about new products, recipes, and special offers. They're especially effective for building customer loyalty.



# Marketing Channels

## 6. Print and Digital Advertising

Ads via social media and search engines can increase market reach

## 7. In-Store Promotions and Sampling

Offering free samples in stores and receiving immediate feedback

## 8. Trade Shows and Food Festivals:

Events like The Allergy & Free From Show, Food Matters Live, and The BBC Good Food Show provide opportunities to introduce products directly to consumers and industry professionals.

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June 2024

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- Pork & grilled nectarine burger
- Garlic butter chicken with tomatoes

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Your 7-DAY SUMMER HEALTHY DIET PLAN

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Next level focaccia | Sustainability myths busted | Summer drinks special

# OceanMint Planet

## What

A virtual, interactive 3D world accessible via web or VR where users can explore “OceanMint Planet”

## Features:

- **Farms of the Future:** Users can virtually visit the cluster farms producing insect protein and mushroom ginger, seeing the eco-friendly processes in action.
- **Impact Visualizer:** Show users how choosing OceanMint reduces carbon footprints compared to traditional products.
- **Sustainability Quests:** Gamify learning about sustainability - users complete tasks like “design your eco-farm” or “solve food waste challenges”.

## Why It's Cool

A virtual world provides a unique, futuristic experience while subtly educating users about OceanMint’s mission.



# The Great Green Drop

## What

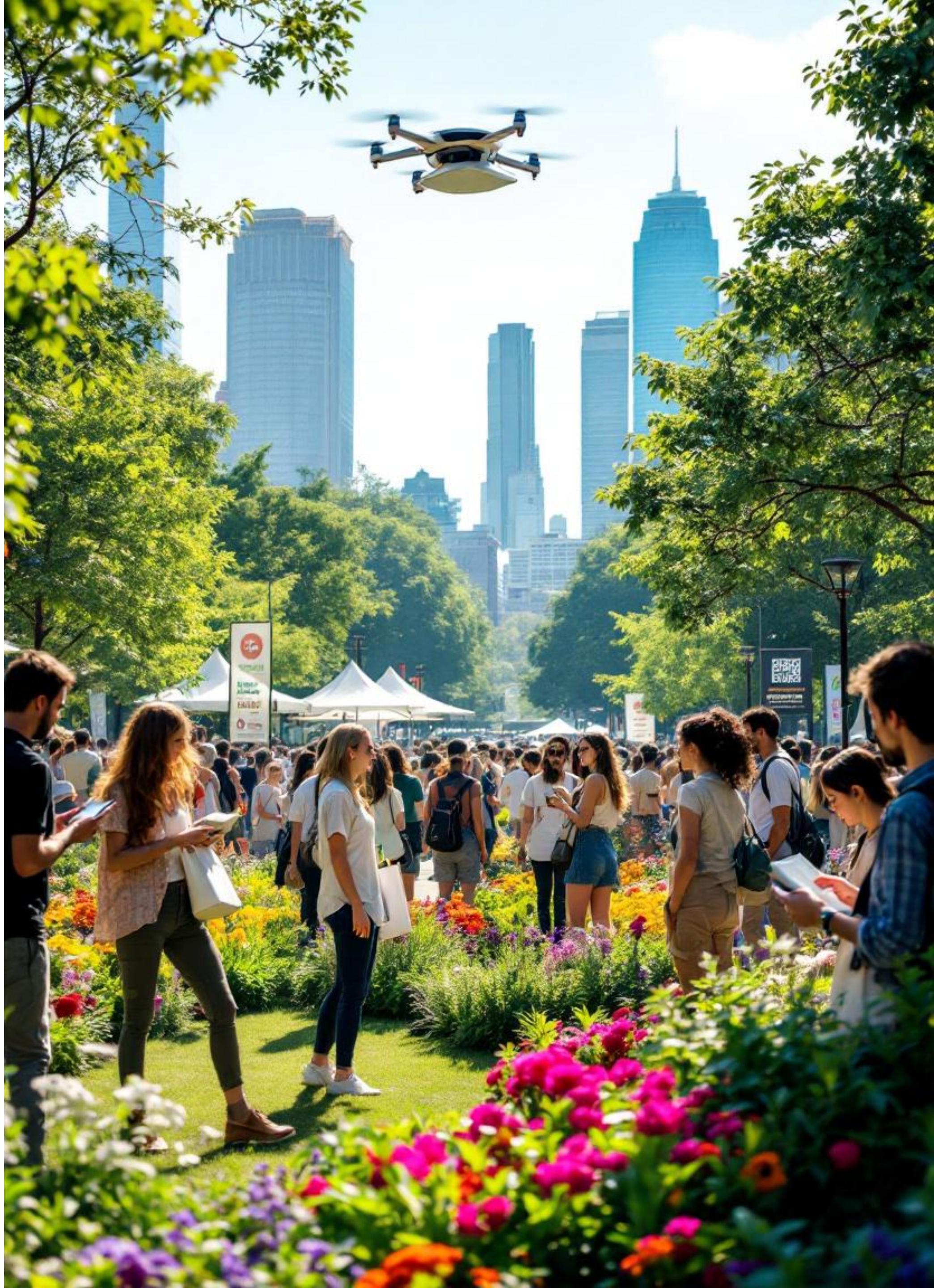
A series of drone-powered pop-up events across the UK where drones deliver free OceanMint samples in biodegradable, seed-plantable packages.

## How:

- Partner with popular parks and urban locations (e.g., Hyde Park in London, Manchester's Piccadilly Gardens).
- Announce the events on social media and let users RSVP for a live experience.
- QR codes on the packaging lead to OceanMint Planet (virtual experience).

## Why It's Cool

Drone deliveries create a futuristic, eco-friendly spectacle that's Instagram-worthy and reinforces the sustainability message.



# Future Feast

## What

Host pop-up dining events in collaboration with leading UK chefs to create an immersive “feast of the future,” showcasing innovative dishes made with OceanMint products.

## Features:

- Themed spaces designed to look like futuristic dining pods.
- Live storytelling by chefs about the journey of the ingredients.
- Attendees leave with a seed-paper invitation to explore OceanMint Planet online.

## Why It's Cool

A premium dining experience highlights the versatility and sophistication of OceanMint products while providing excellent media and influencer coverage.



# Budget

Total Quarterly Budget Estimate: £30,000 - £50,000



# Budget

## Digital Marketing (45%)

Estimated Spend: £13,500 - £22,500

Key Activities:

### Social Media Ads:

- Target platforms: Instagram, TikTok, LinkedIn.
- Budget: £6,000/quarter for ad placements targeting eco-conscious demographics.

### SEO and Content Creation:

- Blog articles, infographics, and landing pages optimized for “sustainable food” and “insect protein.”
- Budget: £3,000/quarter for freelance writers and SEO experts.

### Email Marketing Tools:

- Monthly newsletters to build a loyal subscriber base.
- Budget: £500/quarter for tools like Mailchimp.

### Influencer Collaborations:

- Partner with 3-5 micro-influencers for posts and product reviews.
- Budget: £4,000/quarter for influencer fees and sample distribution.

## Public Relations and Media Outreach (20%)

Estimated Spend: £6,000 - £10,000

Key Activities:

### Press Releases:

- Draft and distribute press releases to UK media outlets like The Guardian, BBC Good Food, and Sustainable Food Trust.
- Budget: £1,500/quarter for distribution services like PR Newswire.

### Media Features:

- Pitch OceanMint’s story to sustainability-focused journalists.
- Budget: £3,000/quarter for PR agencies or freelancers.

### Event Coverage:

- Include PR outreach for Future Feast and eco-projections. (will tell you later)
- Budget: £2,000/quarter for event-related media outreach.

# Budget

## Retail Partnerships and Promotions (15%)

Estimated Spend: £4,500 - £7,500

Key Activities:

### In-Store Sampling Campaigns:

- Collaborate with Waitrose or Planet Organic to provide product samples in-store.
- Budget: £3,000/quarter for sampling events and promotional materials.

### Co-Branded Promotions:

- Partner with retailers for limited-time discounts or bundled offers.
- Budget: £1,500/quarter for shared promotional costs.

## Community Engagement and Partnerships (10%)

Estimated Spend: £3,000 - £5,000

Key Activities:

### Sustainability Workshops:

- Partner with local environmental organizations to host educational events.
- Budget: £1,500/quarter for workshop materials and venue costs.

### Local Sponsorships:

- Sponsor eco-friendly community initiatives or clean-up events.
- Budget: £1,500/quarter for sponsorship fees.

# Budget

## Offline Activations (10%)

Estimated Spend: £3,000 - £5,000

Key Activities:

### The Great Green Drop:

- Host 1-2 events with seed-paper packaging and free samples.
- Budget: £2,000/quarter for event setup, packaging, and delivery logistics.

### Future Feast:

- Collaborate with chefs for small-scale dining events highlighting Ocean Mint products.
- Budget: £3,000/quarter for venue costs and materials.

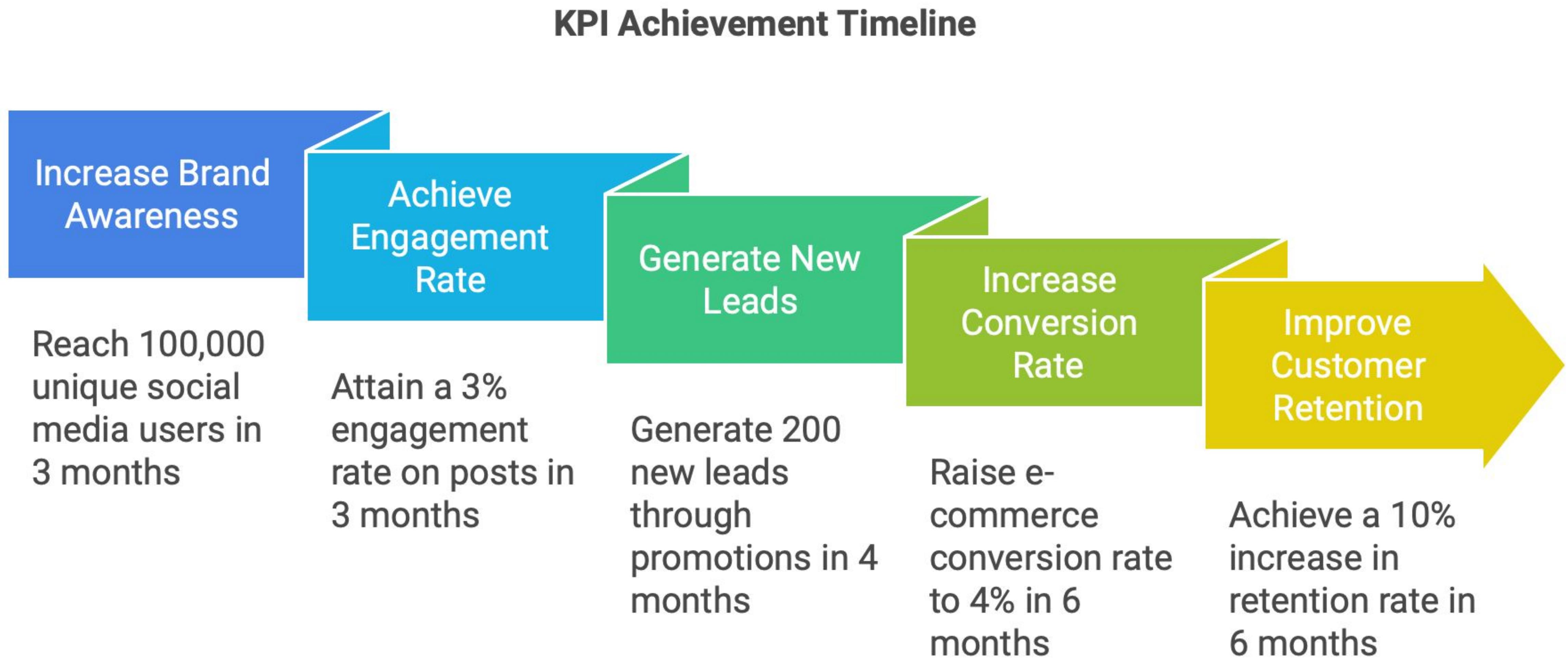


# KPIs

- **Increase Brand Awareness** by Reaching 100,000 Unique Social Media Users in 3 Months
- Achieve a 3% **Social Media Engagement Rate** on Product-Specific Posts in 3 Months
- Generate 200 **New Leads** Through In-Store Sampling and Online Promotions in 4 Months
- **Increase E-commerce Conversion Rate** to 4% for Mushroom, Ginger, and Insect Protein Products in 6 Months
- Achieve a 10% **Increase in Customer Retention Rate** within 6 Months
- **Signing partnership** with B2B partner within 6 months or secure placement in at least one major UK retail chain



# KPIs Time Line



# Build Brand Experiences that Reinforce the Dual Positioning

- **Sampling and Events:** Host or participate in wellness or sustainability events where consumers can sample both products, offering information on the brand's mission.
- **Product Bundling:** Offer sample packs that include both mushroom ginger and insect protein products. This encourages customers to experience the brand's full range and understand the synergy between health and sustainability.



GLOBAL WELLNESS SUMMIT

## The FUTURE of WELLNESS 2023 TRENDS

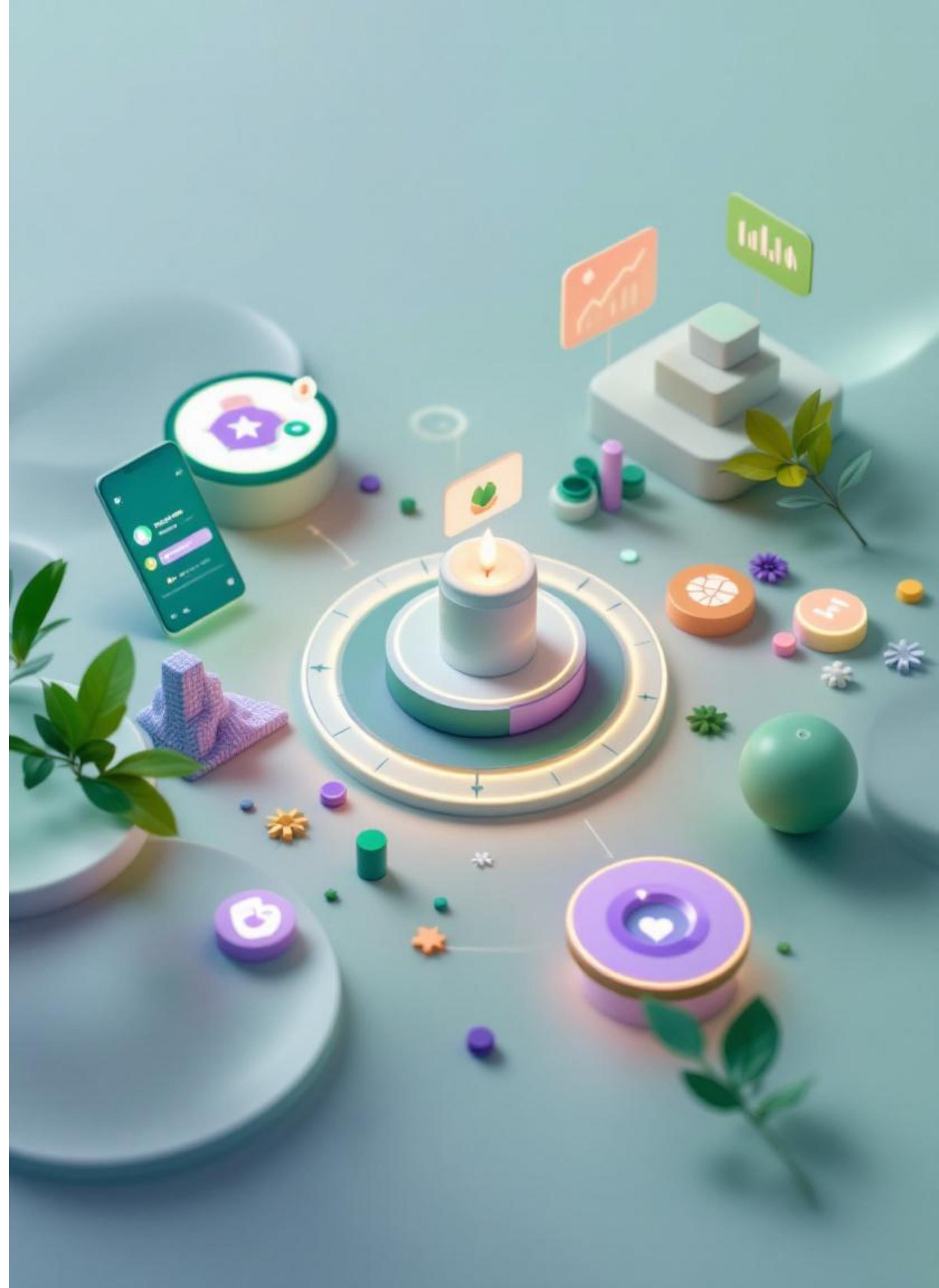
MID-YEAR UPDATE

WELLNESS + CITIES

Urban Infrastructure Just Might Save Cities

# Monitor Brand Perception and Adjust Based on Feedback

- **Collect Feedback:** Pay close attention to customer responses to both products. Are they associating the brand with sustainability and wellness? Adjust branding elements or messaging as needed.
- **Engage with Customers:** Encourage customer stories and reviews, particularly around the experience of using both products, to strengthen brand loyalty and trust.



# 3

# Distribution Channel Identification

# Overview of Distribution Channels

**Distribution channels are pathways used to deliver products to end consumers.**

## Importance

- **Accessibility:** Ensures products are available to target consumers efficiently.
- **Brand Awareness:** Increases product visibility and consumer engagement.
- **Scalability:** Lays the groundwork for expanding to new markets.

## Examples

- **Direct-to-Consumer (D2C):** Popular channels like Shopify allow businesses to engage directly with consumers, fostering personalized interactions.
- **Retail Stores:** Partnerships with chains like Whole Foods provide credibility and visibility.
- **B2B Partnerships:** Hotels and eco-resorts can serve as high-volume buyers for premium sustainable products.

# Key Objectives for Channel Identification

## Primary Goals:

- Reach the target audience through diverse, effective channels.
- Minimize operational costs while maintaining quality.
- Align channels with OceanMint's sustainability values.

## Long-term Vision:

To establish a distribution network that supports rapid scalability without sacrificing environmental goals.

## OceanMint's Objective:

To identify three viable channels in the UK within six months, including one D2C and two B2B options.

# Target Market Insights

## Who Are We Targeting?

- Eco-conscious millennials and Gen Z with disposable income.
- Urban professionals prioritizing convenience and sustainability.

## Geographic Scope:

- **UK:** High demand for eco-friendly and innovative products.
- **Europe:** A strong regulatory framework supports sustainable brands.
- **Asia:** Emerging eco-conscious middle-class markets.

## Consumer Personas:

- **Sarah (35, UK):** A health-conscious professional who shops online for sustainable products.
- **Arjun (28, originally Indian, living in UK):** An eco-aware foodie who prefers specialty stores offering unique, sustainable goods and spices.

# Potential Distribution Channels

## Direct-to-Consumer (D2C):

- **Examples:** Shopify, Amazon.
- **Advantages:** Builds brand loyalty through direct engagement.
- **Challenges:** Higher initial marketing costs to drive traffic.

## Retail:

- **Examples:** Planet Organic (UK), Whole Foods Market (UK), Holland & Barrett (UK) etc.
- **Advantages:** Broad consumer reach and established trust.
- **Challenges:** Competitive shelf space and distributor fees.

## B2B:

- **Examples:** Hotel chains (Hilton, Marriott), eco-resorts.
- **Advantages:** Bulk purchases ensure steady revenue.
- **Challenges:** Requires tailored marketing and direct negotiation.

# Criteria for Channel Selection

## Specific Criteria:

- **Market Reach:** Channels must effectively reach eco-conscious consumers.
- **Cost Efficiency:** Channels should offer favorable margins and ROI.
- **Sustainability Alignment:** Channels must resonate with OceanMint's commitment to sustainability.

## Real-World Application:

- **E-commerce:** Delivers products directly to consumers, providing full control over the sustainability narrative.
- **Retail:** Collaborating with stores already promoting eco-friendly goods enhances brand alignment.

# Feasibility Analysis for Each Channel

## Direct-to-Consumer (D2C):

### Pros:

- Builds brand loyalty and gathers direct consumer data.
- Scalable to international markets.

### Cons:

- High upfront marketing costs (e.g., Google Ads, SEO).
- Logistics management complexity.

## Retail:

### Pros:

- Consumers trust established retail brands.
- Potential for high volume in targeted markets.

### Cons:

- Retail fees reduce profit margins.
- Shelf competition with established brands.



A similar-nature eco-brand (Seventh Generation) partnered with Whole Foods Market and experienced a 30% boost in visibility within the first year, but they faced shelf-space challenges requiring ongoing promotional efforts.

## B2B:

### Pros:

- Contracts with businesses ensure steady revenue.
- Less marketing spend compared to D2C.

### Cons:

- Relies heavily on relationship building and negotiations.

# Recommended Distribution Model

## Primary Channel:

- **D2C** via platforms like Shopify and Amazon for scalability.
- Leverages personalized customer interactions.

## Secondary Channels:

- **Retail:** Partnerships with chains like Trader Joe's or Planet Organic.
- **B2B:** Supplying eco-resorts, hotel chains, and corporate catering services.

## Justification:

These channels maximize reach and complement each other, balancing scalability and brand positioning.

## Example Scenario:

Launching with D2C while testing retail partnerships in targeted regions to gauge market response.

# Distribution Logistics and Partnerships

## Logistics Plan:

- Use eco-friendly logistics providers like DHL Green for international shipping.
- Leverage regional warehouses for faster delivery to key markets.

## Technology Integration:

- Implement GPS tracking for route optimization, reducing emissions.
- Use software like ShipStation for streamlined order fulfillment.

## Partnerships:

- **Logistics:** Collaborate with companies like EcoTrans Logistics for sustainable shipping.
- **Retail:** Agreements with health food chains such as Planet Organic.

## Case Study:

A successful collaboration between a sustainable brand Duchy Originals and Waitrose established in 2009 significantly enhanced the brand's financial performance. By 2013, the product range expanded to over 300 lines and annual profits had risen to £2.8 million, marking a substantial improvement from the operating loss of £3.3 million reported in the 2008/9 financial year

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# Funding and Partnership Acquisition

# Funding Needs Overview

## Funding Allocation:

- **40%**: Distribution and logistics setup.
- **30%**: Marketing and brand building.
- **30%**: Scaling operations and partnerships.

## Expanded Examples:

- **Logistics**: Includes eco-friendly warehousing, integration of green transportation systems (e.g., DHL Green), and regional hubs for efficiency.
- **Marketing**: Focus on social media campaigns targeting eco-conscious consumers, partnerships with influencers who advocate sustainability, and trade shows to build B2B relationships.
- **Scaling Operations**: Developing production facilities in strategic locations for scalability, investing in new technology for traceability, and expanding workforce capacity for operations.

## Why This is Critical:

These allocations ensure market readiness, strong branding, and scalable growth post-launch.



# Sources of Funding

## Funding Sources:

**Private Investors:** Angel investors and venture capital firms specializing in sustainability, such as Veg Capital, a UK-based venture capital fund that provides early-stage capital to companies striving to replace the use of animals in the food system

## Government Grants:

- **Innovate UK:** Offers funding for innovative projects in various sectors, including sustainable food production.
- **DEFRA Grants:** The Department for Environment, Food & Rural Affairs provides grants for projects that promote environmental sustainability.

**Loans:** Low-interest loans from organizations like the British Business Bank, which supports small and medium-sized enterprises in the UK.

## Case Study:

### THIS™ and Planet First Partners:

- In June 2024, UK plant-based food company THIS™ closed a Series C equity funding round of £20 million.
- The investment was completed by growth equity sustainable investment platform Planet First Partners.
- The funding aims to accelerate THIS™'s growth as a UK sustainable food champion. (Planet First Partners)

## Why This Matters:

This case study illustrates how UK-based sustainable food brands can secure significant funding from investors aligned with their mission, facilitating rapid growth and market expansion.

# Criteria for Funding Partners

## Key Criteria for Partnership Success:

- 1. Alignment with OceanMint's Sustainability Goals:** Funding partners should share a commitment to environmental sustainability and ethical practices.
- 2. Proven Track Record with Innovative Startups:** Partners should have experience supporting early-stage companies in the sustainable food sector.
- 3. Willingness to Provide Flexible Terms for Scaling Operations:** Flexibility in funding terms is crucial to accommodate the dynamic nature of scaling a startup.

## Examples of Funding Partners:

- **Sustainable Ventures:** A UK-based venture capital firm that offers a full-service ecosystem empowering sustainable startups to scale through community, investment, innovation, and workspace. They have invested in companies such as Bio-Bean, Powervault, and Verv.
- **Vala Capital:** A sustainability-focused venture capital firm run by experienced entrepreneurs, funding startup and early-stage UK businesses.

## Why This Matters:

Partnering with investors who have a strong presence in the UK market and a focus on sustainability can provide OceanMint with the necessary resources and networks to successfully launch and scale its products.

# Potential Funding Sources

## Venture Capital Firms:

- **Pelican Ag:** The UK's first venture capital firm dedicated to powering sustainable food systems, backing innovators in regenerative agriculture, smart supply chains, and sustainable consumer products.
- **Synthesis Capital:** A UK-based firm investing in companies transforming the food system through food technology and modern biotechnology.

## Government Grants:

- **Innovate UK:** The UK's innovation agency offers funding opportunities for sustainable food production and agri-tech innovations.
- **DEFRA Grants:** The Department for Environment, Food & Rural Affairs provides grants for projects promoting environmental sustainability in the food sector.

## Non-Governmental Organizations (NGOs):

- **FAIRR Initiative:** An investor network that provides research and tools to help investors understand and manage the risks and opportunities associated with intensive animal farming, supporting sustainable food production.

## Case Study:

### THIS™ and BGF Investment:

- In 2021, UK plant-based food company THIS™ secured a £4.7 million investment from BGF, a UK-based growth capital investor.
- The funding was aimed at accelerating product development and expanding distribution channels within the UK market.

## Why This Matters:

Leveraging UK-based funding sources ensures alignment with local market dynamics and regulatory frameworks, facilitating smoother operations and market entry for OceanMint.

# Partnership Needs Overview

## Operational Partnerships:

- **Logistics Providers:** Collaborate with UK-based eco-friendly logistics companies such as DPD UK, which offers carbon-neutral delivery services, to ensure sustainable distribution.
- **Sustainable Packaging Suppliers:** Partner with local suppliers like Vegware, a UK company specializing in compostable packaging solutions, to maintain environmental standards.

## Market Entry Partnerships:

- **Retail Collaborations:** Engage with major UK retailers known for their commitment to sustainability, such as Waitrose and Planet Organic, to reach eco-conscious consumers.
- **E-commerce Platforms:** Utilize UK-based online marketplaces like Ocado to expand digital presence and accessibility.

## Why This Matters:

Establishing partnerships with UK-based organizations ensures alignment with local market dynamics, supports the domestic economy, and reinforces OceanMint's commitment to sustainability within the UK market.

# Strategic Partnership Criteria

## Key Attributes for Potential Partners:

- 1. Expertise in Sustainable Supply Chains:** Partners should have a proven track record in managing eco-friendly and efficient supply chains.
- 2. Strong Market Presence in the UK:** A well-established footprint in the UK market to facilitate effective distribution and brand recognition.
- 3. Shared Commitment to Sustainability:** Alignment with OceanMint's values and dedication to environmental responsibility.

## Examples:

- **Logistics Partner:** DPD UK, recognized for its carbon-neutral delivery services, exemplifies a commitment to sustainable logistics within the UK.
- **Retail Partner:** Waitrose, a UK-based retailer known for its dedication to sustainability and support for eco-friendly products, aligns well with OceanMint's values.

## Why This Matters:

Selecting partners with these attributes ensures that OceanMint's products are distributed efficiently, reach the target market effectively, and uphold the company's commitment to sustainability throughout the supply chain.

# Targeted Partnerships

## Logistics Partners:

- **DPD UK:** A leading UK logistics provider committed to carbon-neutral deliveries, aligning with OceanMint's sustainability goals.
- **Gnewt by Menzies Distribution:** Specializes in zero-emission last-mile deliveries in urban areas across the UK, utilizing electric vehicles to reduce environmental impact.

## Retail Partners:

- **Waitrose:** A UK-based retailer known for its dedication to sustainability and support for eco-friendly products, providing access to a customer base that values environmental responsibility.
- **Planet Organic:** The UK's largest fully certified organic supermarket, offering a range of organic and sustainable products, making it an ideal partner for OceanMint's product line.

## Technology Partners:

- **Provenance:** A UK-based company that uses blockchain technology to provide transparency in supply chains, helping brands communicate their sustainability credentials to consumers.
- **EVRYTHNG:** A UK-based Internet of Things (IoT) platform that enables real-time data collection and analysis across the supply chain, enhancing traceability and operational efficiency.

## Case Study:

### Waitrose and Duchy Originals Partnership:

- In 2009, Waitrose partnered with Duchy Originals, an organic food brand founded by Prince Charles, to create the "Waitrose Duchy Organic" line.
- This collaboration expanded the product range to over 300 items and reinforced both brands' commitment to organic and sustainable farming practices.

## Why This Matters:

Establishing partnerships with UK-based organizations that prioritize sustainability and innovation will enhance OceanMint's market presence, operational efficiency, and alignment with environmental values.

# Partnership Acquisition Strategy

## Steps to Secure Partnerships:

- Identify Potential Partners:** Research UK-based companies that align with OceanMint's sustainability goals and target market.
- Develop Value Propositions:** Craft compelling proposals highlighting mutual benefits, such as co-branding opportunities and shared sustainability initiatives.
- Initiate Outreach:** Engage with potential partners through formal presentations, emphasizing OceanMint's mission and market potential.
- Negotiate Agreements:** Establish clear terms that outline shared goals, responsibilities, and performance metrics.

## Why This Matters:

A strategic partnership with a reputable UK retailer like Waitrose can significantly enhance OceanMint's brand visibility, credibility, and market reach, facilitating a successful product launch and long-term growth.

## Example Strategy:

### Co-Branding Initiative with Waitrose Duchy Organic:

**Objective:** Collaborate with Waitrose to feature OceanMint products under the Duchy Organic line, leveraging Waitrose's established market presence and commitment to sustainability.

#### Approach:

- Research:** Analyze Waitrose's current product offerings and identify gaps that OceanMint can fill with its sustainable products.
- Proposal Development:** Create a detailed proposal showcasing how OceanMint's products complement the Duchy Organic range and align with consumer demand for sustainable options.
- Outreach:** Arrange meetings with Waitrose's procurement and sustainability teams to present the proposal and discuss potential collaboration.
- Negotiation:** Work with Waitrose to finalize terms, including product placement, marketing support, and shared sustainability commitments.

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# Execution and Recommendations

# Action Plan for Distribution Channels

## Timeline

Finalize partnerships with UK-based retailers and logistics providers.	Conduct pilot tests in select UK markets, such as London and Manchester.	Evaluate pilot performance and expand to additional regions within the UK.
Month 1	Month 2	Month 3

## Example Pilot Plan:

- Retail Partnership:** Collaborate with Waitrose, a UK retailer known for its commitment to sustainability, to launch OceanMint products in select stores across London.
- E-commerce Platform:** Utilize Ocado, a UK-based online supermarket, to offer OceanMint products to a broader audience, leveraging their established distribution network.
- Logistics Provider:** Partner with DPD UK, recognized for its carbon-neutral delivery services, to ensure eco-friendly distribution of products.

## Why This Matters:

Implementing a structured action plan with UK-specific partners ensures a targeted and efficient market entry, aligning with OceanMint's sustainability goals and reaching the desired consumer base effectively.

# Action Plan for Funding and Partnerships

## Timeline

Identify and approach key UK-based funding sources and potential partners.	Secure initial funding commitments and formalize partnership agreements.	Deploy secured funds to scale operations and execute the marketing strategy.
Month 1	Month 2	Month 3

## Example Strategy:

- Funding Source:** Engage with Sustainable Ventures, a UK-based venture capital firm that invests in sustainable startups, to secure investment for scaling operations.
- Retail Partnership:** Collaborate with Planet Organic, the UK's largest fully certified organic supermarket, to distribute OceanMint products to health-conscious consumers.
- Logistics Partnership:** Partner with Gnewt by Menzies Distribution, a UK-based logistics provider specializing in zero-emission last-mile deliveries, to ensure eco-friendly distribution.

## Why This Matters:

Aligning with UK-based funding sources and partners facilitates smoother operations within the local market, ensures compliance with regional regulations, and enhances OceanMint's credibility among UK consumers.

# Risks and Mitigation Strategies

## Potential Risks:

- 1. Delays in Securing Funding or Partnerships:** Challenges in obtaining necessary capital or establishing key collaborations within the UK market.
- 2. Logistical Inefficiencies During Pilot Testing:** Potential distribution challenges affecting timely product delivery in the UK.
- 3. Regulatory Barriers in New Markets:** Navigating UK-specific food safety standards and environmental regulations.

## Why This Matters:

Proactively identifying and addressing potential risks with UK-specific strategies ensures a smoother launch and sustainable growth for OceanMint within the UK market.

## Mitigation Strategies:

- 1. Diversify Funding Sources:** Engage with multiple UK-based investors and explore government grants to reduce dependency on a single funding stream.
- 2. Partner with Experienced Logistics Providers:** Collaborate with UK companies like DPD UK, known for efficient and sustainable delivery services, to ensure reliable distribution.
- 3. Conduct Thorough Regulatory Research:** Work with UK regulatory consultants to ensure compliance with local food safety and environmental standards.

## Example of Risk Mitigation:

**Regulatory Compliance:** Before launching in the UK, plant-based food company THIS™ secured necessary approvals from the Food Standards Agency (FSA) to ensure adherence to UK food safety regulations, facilitating a smooth market entry.

# Thank you!

Michael Kaeflein  
Sarah Al Ghafri  
Dmytro Iuzviak

