



BLUE WATER
METRICS

Lessons Learned In Blue-Tech Entrepreneurship

29 AUGUST 2017

Personal Background



THE FLETCHER SCHOOL

TUFTS UNIVERSITY



What is Blue-Tech?



Fishing



Robotics



Shipping



Bio-Tech



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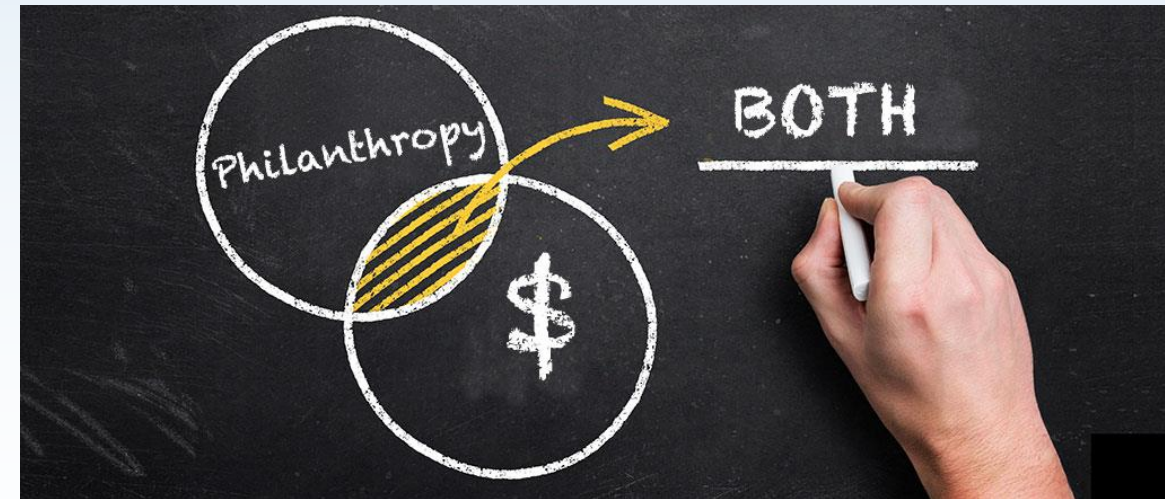
Changing Circumstance for Blue-Tech: Business



Fish 2.0: A Startup
Competition for Fishing &
Seafood



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Social Impact Investment:
Appeals to Intrinsic Social
Nature of Blue-Tech Sectors

Changing Circumstances for Blue-Tech: Impact



Blue-Tech Sectors Appeal to
Sustainable Development
Goals



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Youth Engaging with Ocean
Issues



Massachusetts' Seaport
Economic Council

Ocean Clusters

Top-Down Model
(Qingdao): focus
on heavy industry



Bottom-Up Non-
Profit (San Diego):
Advocacy
organization and
networking



Bottom-Up For-
Profit (Reykjavik):
Co-Working space
as locus



Iceland Ocean Cluster House
product demonstration



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Lessons Learned for New Ventures



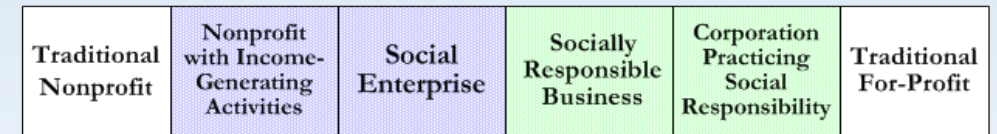
Apply for Fish 2.0!



Use SDG's as marketing tool and to distinguish self in startup competitions

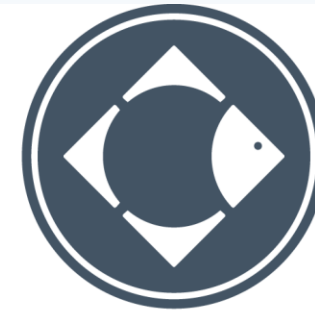


Hybrid Spectrum



- Mission Motive • Stakeholder Accountability • Income reinvested in social programs or operational costs
- Profit-making Motive • Shareholder Accountability • Profit redistributed to shareholders

Use social nature of maritime domain to create optimal incorporation model



NEW ENGLAND
OCEAN CLUSTER

Use ocean clusters to find relevant partners

Lessons Learned: Established Companies



Build a pipeline of new, innovative talent and startups for partnerships/acquisition



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Use ocean clusters and industry advocacy to find new talent and startups

Lessons Learned: Governments



Build maritime community
innovation funds like the
Seaport Economic Council



Add Blue-Tech tracks to state-run
startup competitions



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Lessons Learned: Finance

natureVest

An initiative of

The Nature Conservancy 

Supporter

JEREMY AND HANNELORE
GRANTHAM ENVIRONMENTAL TRUST

Inaugural and Lead Funder

ROBERTSON
FOUNDATION

Founding Sponsor

JPMORGAN CHASE & Co.

Investigate partnerships with foundations to reduce risk profile of impact-oriented investments



Build an angel investor network dedicated to maritime industries and Blue-Tech



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