

# The ALLIANCE mentoring program: a tool to promote transnational value chains in the Baltic Sea Region's blue biotechnology sector

Smart Blue Regions Conference, 22 January 2019, Berlin

[www.balticbluebioalliance.eu](http://www.balticbluebioalliance.eu)

 #BalticBlueBioAlliance

**Background:** Submariner Compendium, Roadmap; Sustainable BG agenda for BSR EC 2014

**Challenge:** No integrated blue biotech value chains in the Baltic Sea Region!



Resource/ expertise **present but too fragmented** to make full use of innovation & market uptake potential

No single actor can cover the **full range of services** across the entire value chain

Need for reaching the **critical mass** through **systematic cooperation** to pool national resources and expertise

The sector needs **concrete success stories** in product development to showcase the economic potential

**=> Starting point/Incentive for the Baltic Blue Biotechnology ALLIANCE**

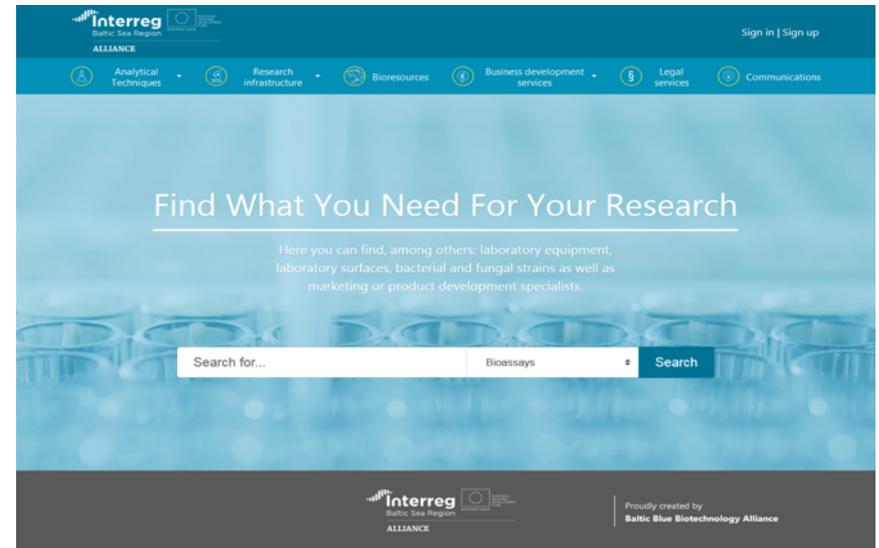
- Accelerating the development of marine bio-based products through translational collaboration of public & private partners
- Creating a self-sustaining network of actors across the BSR

# Baltic Blue Biotechnology ALLIANCE: The concept



## Real „client“ cases

Understand cases needs  
-> Match needs to right  
services, facilities, experts (BSR)



## Needs-oriented service offer

encompassing broad range of support:  
mentoring, matchmaking/networking,  
technical support, business support,  
legal advice

Aim: Concrete **success stories**

# ALLIANCE Project: Consortium structure and expertise



Sc. Res.



Infrast.



Biores.



Busin.



Comm.

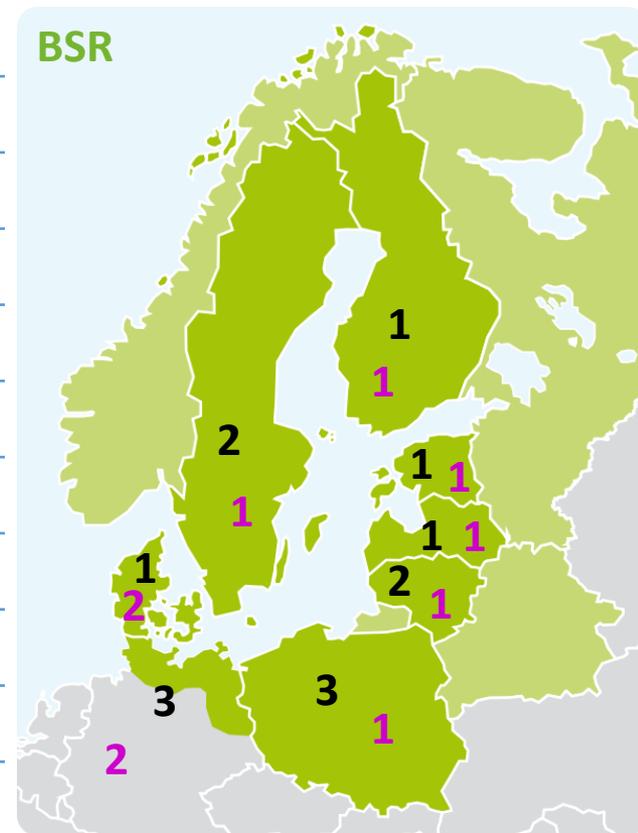


Legal

15 core partners

10 case partners

|  | Sc. Res. | Infrast. | Biores. | Busin. | Comm. | Legal |
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+ 1 (UK)

# Case recruitment

- Kick-start cases (5, 1st generation) already included during project proposal phase
- Case recruitment: 4 calls for ideas  
-> Invitation of applicants for pitching events
- Evaluation by expert panel  
-> acceptance for mentorship
- 26 cases accepted for mentoring,
- 11 thereof receiving financial support

**Baltic Blue Biotechnology Alliance – Can we help you?**

Join the #BalticBlueBioAlliance – our experts will help you take your blue biotechnology idea to the next level!

**WHAT?**  
Expert support in marine biobased product development – from scientific and technical development to contractual and financial expertise to marketing. A dedicated mentor institution to help you get the most out of our network's expertise. Our mentoring programme is available free of charge.

**FOR WHOM?**  
Start-ups, SMEs, larger companies, academic institutions and scientific groups, students with new product or service development ideas from marine biobased resources that are relevant to the Baltic Sea Region.

**WHEN?**  
Apply by 3 March 2017  
Join the Alliance and present your idea to an international expert panel on 4 April 2017 in Gothenburg, Sweden.

[balticbluebioalliance.eu](http://balticbluebioalliance.eu)  
#BalticBlueBioAlliance

Interreg Baltic Sea Region



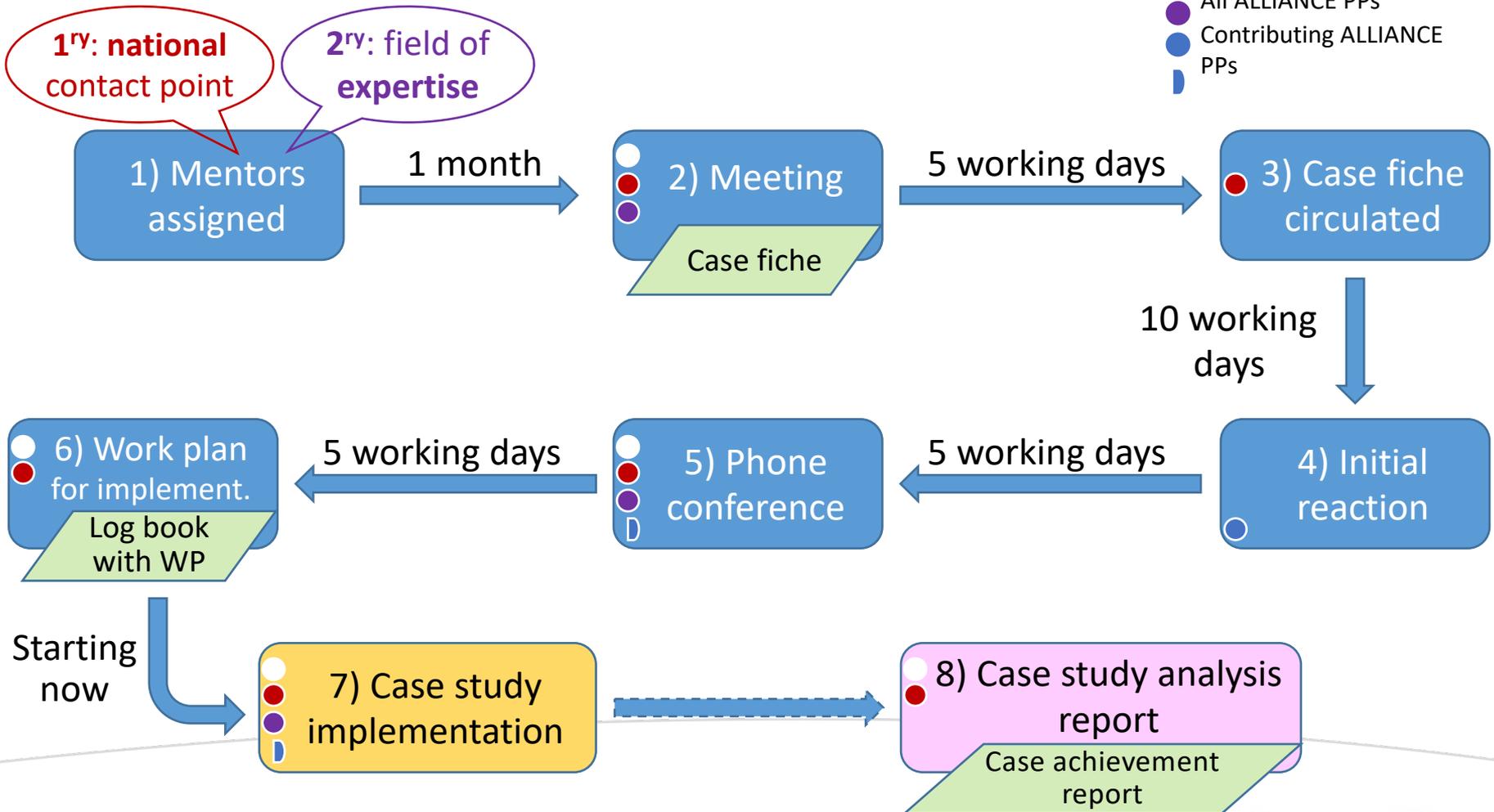
- ✓ Relevance for BSR
- ✓ Sustainability
- ✓ Feasibility
- ✓ Market potential
- ✓ Fit with ALLIANCE resources





# Timelines: Procedure for case implementation – Mentoring SOP

- Case owner
- 1<sup>ry</sup> mentor
- 2<sup>ry</sup> mentor
- All ALLIANCE PPs
- Contributing ALLIANCE PPs
- ▬ PPs



# Versatility of support provided by the ALLIANCE

## Technical

- Access to biological resources (raw material)
- Chemical extraction and analysis
- Biological activity assays
- Upscaling



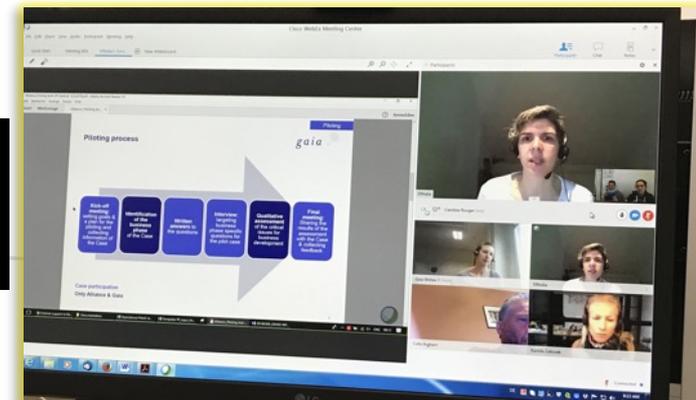
## Legal/Business

- IP protection, patents, certifications
- Business assessment, marketing
- Patent research



## Networking

- Promotion (business fairs, pitching, accelerator programmes)
- joint grant applications
- Increasing visibility (press releases, etc.)
- Financial support (participation in conferences)



# ALLIANCE success stories I: Natural cosmetics from red algae

Estonian start-up developing **algae-based natural cosmetic products**

**NEED:** knowledge for packaging, raw materials suppliers, marketing support and strategy



**Janno Joosep**  
Furcella OÜ | Estonia

## ALLIANCE support provided:

- **Ingredient suppliers, access to networks (DE)**
- **Advice on branding and logo design, marketing contacts (DE, EE)**
- **Advice on packaging solutions (EE, DE, SE)**
- **Application for cosmetics certification (EE)**

*First case launched products in  
October 2017*

*(Estonian market -> European market)  
Development of 4 cosmetic products*



# ALLIANCE success stories II: Probiotic products for aquaculture

Latvian company developing **probiotics-based products** to **improve fish health** and reduce need for antibiotics in aquaculture.

**NEED:** experimental testing, scientific data, market research, product development



**Arta Bārdule,  
Rimas Budrys**  
Baltic Probiotics | Latvia

## ALLIANCE support provided:

- **Full-scale experiments, bacterial DNA analysis** (RAS, carp ponds) (LT)
- **Market study, evaluation of impact on animal physiol.** (PL)



**2 new  
products  
developed**

**Smart Fishery**  
A biological preparation for improving the quality of water in fish farms

**INGREDIENTS:** Lactobacillus and yeast cultures, major core microbes, natural enzymes, sea salt, herbs extracts, chlorine-free water.

**STORAGE:** Store at 27 - 30°C temperature and out of direct sunlight. Natural ferment-based products may cause sedimentation or floating materials in farm. This does not affect the efficiency and quality of Smart Fishery.

**RECOMMENDATION FOR USAGE:** 1-1.500-1.000 ml depending of existing conditions, suitable for both sea and water aquaculture. Usable for both closed recirculation and open water systems. Adding it into water increases the water temperature a above 20°C.

**SMART FISHERY** is produced through a natural fermentation process and it is **NOT** chemically synthesized or genetically modified (Non-GMO). It is biodegradable and safe for humans, animals and plants.

**SMART FISHERY** - A biological preparation containing effective microorganisms and phyto-ferments for improving the microbiological quality of water:

- limit the spread of pathogens and fish diseases;
- eliminates the causes of pollution;
- inhibits the formation of ammonia and hydrogen sulfide;
- creates favorable feeding conditions to increase fish weight.

**PRODUCER:**  
Liel. Baltic Probiotics  
Reg. No. 4213098239  
Address: „Capevine”,  
Rūsiņiņu pagasts,  
Rūsiņi novads,  
LV-3477, Latvia  
www.balticprobiotics.lv

**1L 5L 10L**

**Interreg**  
Baltic Sea Region  
ALLIANCE

This product was supported by the Baltic Blue Biotechnology Alliance project.



# ALLIANCE success stories III: BIOFISK - using beach cast biomass for fish feed

Guldborgsund municipality focuses on the **potential of biomass of beach cast** as a cultivation medium for **insects for feed**

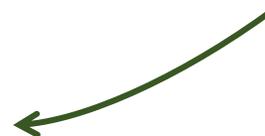
**NEED:** analysis of high-value compounds, regulation, business plan, communication & dissemination

## ALLIANCE support provided:

- **Contacts/sharing of experience** on beach cast (SE, DE)
- **Purity tests and analysis of heavy metals & trace elements** in biomass (DK)
- Help on **EU regulations** (DE, EE)
- **Networking, communication** → ALLIANCE PPs
- **Marketing** (DE)



**Anne Holl Hansen,  
Mette Jorgensen**  
Guldborgsund Kommune |  
Denmark



# Lessons learned



- Versatility of ideas and needs: natural cosmetics, smart packaging solutions, microalgae photobioreactor for integration to RAS, structural colour, mollusc shells for bone tissue engineering etc.
- Blue biotech ideas need support from various actors, in most cases not only R&D or not only business support
- Combined expertise of various transnational actors is needed to successfully support a case, formation of dynamic mentor teams
- Clear structure incl. timelines (SOP) needed to move a case forward
- Recruiting channels, “Blue detectives”
- Feasibility assessment, changing needs
- Mentor’s training necessary



# Transferability to other sectors



- Starting situation comparable to other sectors?
- Transnational expertise and resources present and important for product development....but fragmented in the region?
- Mentoring program unites expertise in different fields: R&D, business support, legal support thus generating integrated value chains

ALLIANCE mentor program represents a tool transferable to other sectors in the BSR to foster blue growth



EUROPEAN UNION  
EUROPEAN  
REGIONAL  
DEVELOPMENT  
FUND

ALLIANCE



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