BLUEINVEST DAY 2025 FLASH REPORT

DAY 1 | 05 March

132 Attendees

6th Investor Capacity Building

2x Startup / Scale-up Coaching Workshops

INVESTOR CAPACITY BUILDING

INNOVATIVE INVESTMENT APPROACH FOR VCS

Speakers

Ghislain TERRIER
Investment manager,
European Investment Fund

Ana PIMENTA
Chief Impact Strategist,
Blink Family Office

Andre DE ALMEIDA SANTOS
Partner, Indico Capital Partners

Sebastian MACK
Senior Policy Fellow,
European Financial Markets,
Jacques Delors Centre

Antje BIBER
Head of SDG Office,
FERI Group

Jean-François TRECCO
Co-Founder & General Partner, BluKap VC

INGRID MAURSTAD
Impact Director,
Katapult Ocean

Presentations available on the BlueInvest Community Platform.

More than 50 investors attended the sixth session of the BlueInvest Investor Capacity Building series on innovative investment approaches for Venture Capitalists (VCs) in the blue economy. Discussions covered **fundraising and investment strategies in the new global context** for VCs with impact and innovation-driven portfolios. Lively debates and insights were exchanged on standards for reporting on impact and sustainability, as well as on future prospects.

Key takeaways

- **Demystify the Asset Class.** Investors need better data (e.g., IRR, exits, market size) to understand the blue economy. Case studies and success stories are a great way to attract institutional investors.
- **Have a broader Climate Framework.** Institutional investors are interested in biodiversity but lack knowledge of the ocean. BlueInvest activities, in addition to the Asset Owner Summit (2024) and the EIB Impact Forum (2025), address this gap and could be scaled up further.
- **Support to Investors.** Consider adjusting SFDR* regulation to accommodate VCs funding startups. Simplify the EU taxonomy to avoid "blue-washing."
- **Scaling up Co-investments.** European Investment Bank (EIB) / European Investment Fund (EIF) could act as lead investors to further attract private capital. BlueInvest could adapt its platform to facilitate these co-investments for the blue economy.
- **Secondary VC Funds.** There is a need for secondary VC funds in the EU. Explore the simplification of the 200+ VC fund classifications.

WORKSHOPS FOR STARTUPS AND SCALE-UPS

WORKSHOP 1

Corporate-SME Collaboration: How to set up a strategy for success

Led by Bernd WACKER

Senior Partner, TEC Consulting GmbH & BlueInvest Coach

Insights

Small to medium-sized enterprises (SMEs) look for seamless integration into corporate processes, opportunities to scale with corporate support, and long-term, meaningful deals. Establishing valuable contacts for future collaborations is also a key priority.

Corporates seek solutions that directly address their challenges and offer a clear advantage over internal resources. They prefer partnerships that minimise risks, with a focus on innovation and dynamic problem-solving.

SMEs face frustrations with slow decision-making, intellectual property concerns, and cash flow management. Trust-building is difficult without validation of new ideas, and corporate governance complexities can delay alignment.

Corporates struggle with unclear objectives and unstructured working methods. They focus on achieving a satisfactory return on investment and are hesitant to engage with SMEs without a proven track record. Building trust is crucial for successful collaboration.

Takeaways

SMEs used the session to work on aligning their offerings with corporate interests, focusing on revenue streams and market demands. Clear communication, transparency about capabilities, and building trust are essential. Identifying decision-makers and aligning on expectations will help ensure successful collaborations based on a shared vision and commitment to a win-win outcome.

Led by Rune KIRT

CEO, Kirt x Thomsen & BlueInvest Coach

Presentation available on the BlueInvest Community Platform.

WORKSHOP 2

Visual Storytelling: How to Communicate Technical Innovations to Investors

Insights

Start-ups often struggle to prioritize and communicate the diverse use cases of their products, making it difficult to stand out in a crowded market. Many find it challenging to clearly explain their business models, particularly in ensuring that potential customers fully understand their solutions.

Customised pitches tailored to different audiences, especially ecosystem orchestrators involving multiple stakeholders, are essential for effective communication. Start-ups can face unique challenges when communicating innovations in emerging markets, particularly around scalability, translating technological advantages into returns, and navigating local regulations.

Investors often struggle to understand business models, revenue generation, and long-term scalability, often focusing on short-term return on investment (ROI). While the problem being solved is clear, the technology itself can remain confusing for both investors and customers.

Takeaways

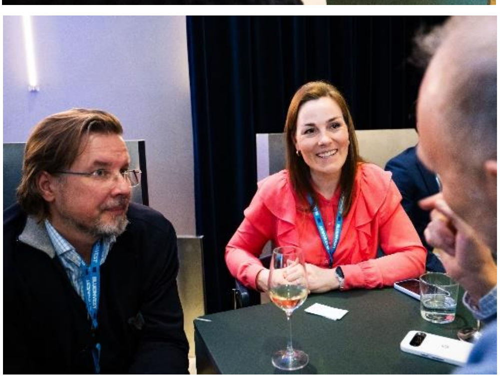
Start-ups worked on tailoring their pitches to different audiences, especially ecosystem orchestrators and multi-stakeholder scenarios. Communicating the **business model** clearly to investors with a focus on **revenue generation and scalability** is essential. Crafting concise, clear messages is crucial when explaining complex technologies or solutions to diverse audiences.

While short-term ROI is important, start-ups should also emphasise the **long-term impact and potential** of their innovations. Balancing the protection of intellectual property with effective communication of their value proposition is key. Additionally, using **visuals or images** can help simplify complex concepts, ensuring better understanding and greater interest.

INVESTOR LOUNGE

22 Investor tables

88 Pre-arranged 1:1 business meetings



* SFDR is the Sustainable Finance Disclosure Regulation. Find out more at this link.