



OCEAN
IMPACT
ORGANISATION

IMPACT
SNAPSHOT 2023

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MESSAGE FROM THE FOUNDERS

Thank you for taking the time to explore OIO's 2023 Impact Snapshot. This is the third Impact Snapshot we have produced to illustrate OIO's impact as we pursue our mission: "to support and accelerate ocean impact businesses."

Building off the momentum of OIO's bumper year in 2022, we launched into 2023 with bold ambitions to strengthen our role as a significant player in the global ocean health innovation ecosystem while focussing our efforts on building our operational rhythm and setting the foundations for many more years of growth and impact.

Notable outcomes in 2023 include further enhancements to the OIO team and Board, matched with solid results in recruiting and supporting startups/entrepreneurs through our three major innovation programs. We are clearly in demand, with OIO receiving over 500 applications to our ad for an Innovation Programs Manager! Sorting through the incredible talent was no small feat, and we couldn't be happier with the appointment of Elisa-Marie Dumas (E-M) to the role in August.

Despite challenging global conditions for early stage startups we were delighted to see the continued growth of the early stage ocean impact innovation ecosystem. We were thrilled to strengthen key international relationships through the 1000 Ocean Startups coalition, enhanced by our attendance at the annual gathering in New York during Climate Week. We are excited for the future with OIO increasing our focus on key industry, science and regional partnerships to better support our community of startups and entrepreneurs.

We are immensely grateful to our Major Partners Builders Vision and Minderoo Foundation for their continued support, and we extend that thanks to all partners and supporters who help us pursue our mission.

Enjoy this summary of our organisational impact in 2023, and as always, please don't hesitate to reach out with any questions or ideas.

Nick Chiarelli & Tim Silverwood





IMPACT AREAS

- 01 Accelerating ocean impact businesses
- 02 Increase funding in ocean impact solutions
- 03 Inspire individual action and build a thriving ocean impact community

IMPACT TO-DATE



99

Startups and entrepreneurs supported across OIO Programs



\$1.49M

Funding into ocean impact solutions (\$1.14M invested, \$385k in prize money)



29K

OIO's social community of active followers and subscribers

IMPACT SUMMARY



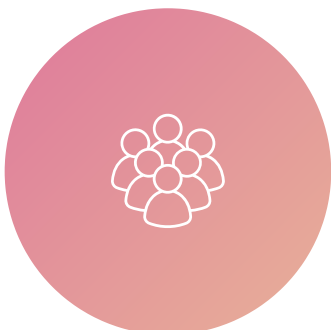
1. ACCELERATE OCEAN IMPACT BUSINESSES

99 startups and entrepreneurs have been supported through OIO's innovation programs to date.



2. INCREASE FUNDING IN OCEAN IMPACT SOLUTIONS

A total of \$1.49M of funding has been channelled to ocean impact solutions (\$1.14M invested, \$385k in prize money) since 2020.



3. INSPIRE INDIVIDUAL ACTION AND BUILD A THRIVING OCEAN IMPACT COMMUNITY

The OIO community has grown to over 29K social media followers and email subscribers, while the Ocean Impact Podcast has reached over 41K episode listens.

2023 HIGHLIGHTS

**FEB
2023**

Delivered our inaugural Healthy Oceans Social Club event in Sydney

Moderated the Seaweed Innovation Showcase at the International Seaweed Symposium in Hobart

**MAR
2023**

Presented at the Climate Investor Forum in Melbourne

Moderated a panel and sponsored the Blue Solutions Summit in Sydney as part of the Volvo Ocean Lovers Festival

Co-chaired the finance immersion at the Ocean Business Leaders Summit in Sydney

**APR
2023**

Joined the Fair Catch Alliance to advocate for improved seafood import controls and country of origin labelling

Accepted six startups into the 2023 cohort of the Ocean Impact Accelerator Program (OIAP)

**JUL
2023**

Presented at the inaugural Futures Conference in Sydney

Participated in the Prior Family Foundation Roundtable in Cairns

**AUG
2023**

Launched our 4th Ocean Impact Pitchfest, which was recognised as a 1000 Ocean Startups initiative for the first time

Delivered our 3rd Ocean Impact Ideation Program, awarding 13 scholarships with the support of Sarah & Sebastian and Morris Family Foundation

Appointed Elisa-Marie Dumas as OIO Innovation Programs Manager

Appointed Kirsten Pollard and Hannah Marshall to the OIO Board

**SEP
2023**

Attended Climate Week and the 1000 Ocean Startups Annual Gathering in New York

**OCT
2023**

Presented at the Australian Environmental Grantmakers Network (AEGN) annual summit in Tasmania

**NOV
2023**

Delivered our 2nd INNOVOCEAN event at the Australian National Maritime Museum

Delivered our inaugural OIAP Investor Day at Tank Stream Labs in Sydney

OUR 2023 PROGRAMS

In 2023 OIO delivered these four major programs, and events each with a specific focus aligned with our mission.

Click the logos to learn more.



INNOVOCEAN

UNDERSTANDING OUR IMPACT

Ocean Impact Organisation exists to positively impact ocean health - it's in our name. As we enter our fifth year, we reflect on the achievements and set our sights on the future impacts that we, and the startups we support, can create.

This snapshot illustrates OIO's impact data for 2023 in comparison to 2022. Data from OIO's programs in 2020 and 2021 is included in totals but not explicitly mentioned in tables.

As with previous snapshots, the impact data shared represents 'leading metrics,' that is, the impact that OIO as an organisation has as we pursue our mission: to support and accelerate ocean impact businesses. As our organisation grows and the portfolio of companies we support matures, we will "dive deeper" into the tangible impacts startups are having on ocean health, in line with the best-practice methodology developed by others in the ecosystem, including the 1000 Ocean Startups coalition.

In 2023, we edged closer to the number one objective we set ourselves in 2020: **Accelerate 100 startups and entrepreneurs**. With a total of 99 supported to date (58 startups; 41 entrepreneurs), we will far exceed this goal in 2024.

We made one minor enhancement to Impact Area 3 in 2023, whereby we are now presenting the **# total number of attendees/participants at OIO events**, due to OIO delivering increasing physical activities post-pandemic to bring our digital community into the real world.

LIFETIME IMPACT TO DATE

1. ACCELERATE OCEAN IMPACT BUSINESSES



1175

Applications to
OIO Programs

FROM
70
countries across
the world



99

startups and
entrepreneurs
supported



2022-23 OUR IMPACT

1. ACCELERATE OCEAN IMPACT BUSINESSES

of applications to programs

	2022	2023	TOTAL
PITCHFEST	138	187	325
IDEATION	37	15	52
ACCELERATOR	96	135	231
TOTAL	271	337	608

of startups accelerated/program participants

	2022	2023	TOTAL
PITCHFEST	10	12	22
IDEATION	15	13	28
ACCELERATOR	6	6	12
TOTAL	31	31	62

LIFETIME IMPACT TO DATE

2. INCREASE FUNDING IN OCEAN IMPACT SOLUTIONS



\$1.49 M

funding into ocean impact solutions

\$1.14 M

total funds invested in ocean impact startups



\$385K

total funds awarded as prize money

2022-23 OUR IMPACT

2. INCREASE FUNDING IN OCEAN IMPACT SOLUTIONS

	2022	2023	TOTAL
\$ invested in ocean impact startups	\$832k	\$312k	\$1.144m
\$ of prizes for startups	\$110k	\$100k	\$210k
TOTAL	\$942k	\$412k	\$1.354m

LIFETIME IMPACT TO DATE

3. INSPIRE INDIVIDUAL ACTION AND BUILD A THRIVING OCEAN IMPACT COMMUNITY



29.2K

OIO's social community of active followers and subscribers

41.1 K

total listens of the Ocean Impact Podcast



620

attendees or participants at OIO events



2022-23 OUR IMPACT

3. INSPIRE INDIVIDUAL ACTION AND BUILD A THRIVING OCEAN IMPACT COMMUNITY

	2022	2023	Change
Total # social media followers & email subscribers	26,326	29,270	2,944
Total # of ocean Impact Podcast listens	26,653	41,145	14,492
Total # of attendees & participants at OIO events	215	405	190

WHAT OUR PARTICIPANTS SAY



The program has facilitated incredible introductions and opened up new networks to accelerate our growth

Andre Borell
Shark Stop

Ocean Impact Accelerator Program
2023 Cohort



The program helped our team build confidence around our storytelling and our ocean impact framework

Michael Arens
Clean Earth Rovers

Ocean Impact Accelerator Program
2023 Cohort



The exposure that UuVIPak received through the program helped turn momentum into opportunity

Shafali Gupta
UuVIPak

Ocean Impact Accelerator Program 2022 Cohort



The program prepared us to scale and put an end to menstrual pad waste. Period.

Kristin Kagetsu
Saathi

Ocean Impact Accelerator Program 2022 Cohort



It deepened our knowledge, networks and exposure to give Aquacultr a validating presence as an impactful innovator

Mat Goddard
Aquacultr

Ocean Impact Accelerator Program
2023 Cohort



The program strengthened our resolve to scale our solution and save the world's coral reefs

Benjamin Alva
Azul Bio

Ocean Impact Accelerator Program
2023 Cohort

WHAT OUR PARTNERS SAY



With one of our major impact areas being oceans, it makes absolute sense to partner with Ocean Impact Organisation and work together towards our shared goals. We're excited to be supporting OIO, as our first partner in Australia and the broader region. We look forward to seeing and supporting the entrepreneurs, innovators and community leaders that OIO attracts and accelerates through this partnership.

Peter Bryant, Oceans Program Director, Builders Vision



Australia can and must be a world leader in addressing the global challenges facing the ocean through science, technology, policy and innovation. At Minderoo Foundation, we understand the pressures facing the ocean and feel the sense of urgency to rapidly develop and deploy solutions that will radically improve ocean health. We look forward to working with the team at OIO to do just that.

Dr Tony Worby, Chief Scientist, Minderoo Foundation



WHAT OUR PARTNERS SAY



We're so thrilled to be a supporter of OIO and in particular the Ideation Program that directly supports the next generation of change-makers in ocean conservation. Being the founder of a creative business that is deeply connected to the ocean and innovation, this initiative resonated with the team and I on so many levels. It's been an honour to follow the candidates along on their journey and I can't wait to see the amazing things they achieve in the future.

Sarah Munro, Founder & Creative Director, Sarah & Sebastian



We can't leave a single stone unturned when finding ways to protect the ocean and its ecosystems. Offshore wind is one small part of a much larger transformation that needs to happen to tackle the impact of climate change. Star of the South is proud to partner with OIO to uncover new innovations, right now, when they're most needed

**Charles Rattray, Chief Executive Officer,
Star of the South**



WHAT OUR PARTNERS SAY



We are proud to be able to support the Ocean Impact Organisation and their vital work. As a leader in Australian innovation and manufacturing, we know how important it is to showcase and support innovative solutions, and OIO has shone the spotlight on the best local start-ups who are striving to protect the health of our oceans and creating sustainable and successful business outcomes.

Vivian Zurlo, Marketing and Innovation Director,
Zip Water

Minderoo Foundation's Michaela Dommissie - Director, Marine Research and Infrastructure - announcing The Ocean Impact Pitchfest 2023 Winner at INNOVOCEAN



ACKNOWLEDGEMENTS

The founders of OIO would like to acknowledge and thank everyone who has contributed to our journey to date. A specific acknowledgement and thanks goes to:

MAJOR PARTNERS

Minderoo Foundation
Builders Vision

PARTNERS AND OFFICIAL SUPPORTERS

HPX Group
Hamilton Locke
Sydney Institute of Marine Science
Underwater Earth
WOTSO
EnergyLab
Mazars
Deloitte
Deloitte Digital
Code Accounts
Digivizer
Austral Fisheries
Dicker Data
Zip Water
Star of the South
Sarah & Sebastian
ZeroCo

OIO's COMMUNITY OF SUPPORTERS

PHILANTHROPIC PARTNERS

Minderoo Foundation
Builders Vision
Prior Family Foundation
Ryan Cooper Family Foundation
Auxilium Foundation
ACME Foundation
Champion Family Foundation
Morris Family Foundation
Stephen Pfeiffer

FOUNDING MEMBERS

BOARD MEMBERS

Prof. Peter Steinberg
Hannah Marshall
Kirsten Pollard
Nick Chiarelli
Tim Silverwood

THE OIO TEAM

OIO VOLUNTEERS

And of course all of the entrepreneurs, innovators, scientists and changemakers working to improve the health of Planet Ocean.

OUR PARTNERS

MAJOR PARTNERS



BUILDERS VISION



STRATEGIC PARTNERS



OFFICIAL SUPPORTERS



SARAH & SEBASTIAN



PHILANTHROPIC PARTNERS



BUILDERS VISION



RYAN COOPER
FAMILY
FOUNDATION
Humility & Gratitude



AUXILIUM
FOUNDATION



MORRIS
FAMILY
FOUNDATION



PFF
PRIOR FAMILY
FOUNDATION



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