

# THE OCEAN IMPACT IDEATION PROGRAM 2024

TURNING OCEAN ACADEMICS INTO OCEANPRENEURS

Increasing the Rate of Ocean Research Commercialisation in Australia.

## ABOUT OCEAN IMPACT ORGANISATION (OIO)

Ocean Impact Organisation's purpose is to transform ocean health through inspiration, innovation, and good business. Our mission is to support and accelerate ocean impact startups.

We provide a range of programs, mentoring, and support to help people start, grow, and invest in businesses that positively impact the ocean.

## INTRODUCTION TO THE PROGRAM

The Ocean Impact Ideation Program (OIIP) 2024 is targeted at early-stage ocean academics (late-stage PhD candidates to three years post-PhD) with a burning passion to develop solutions that tackle the great challenges facing the ocean and broader environment. Program participants are provided with the foundations needed to combine startup thinking with ocean research projects, and possibly launch an ocean impact startup in the future.

## PROGRAM COSTS

The program has been fully funded by the generous support of OIO's corporate and philanthropic partners. Successful applicants will be provided with a free scholarship valued at \$2,000 pp.

PROUDLY PRESENTED BY

SARAH & SEBASTIAN

SYDNEY

# PROGRAM ELEMENTS

The OIIP is an eight-module, 100% online program developed and delivered by OIO's team of startup and ocean professionals with the expertise to help identify and test areas of opportunity.

The program is built around the following key modules:

## **Module 1: Founders Odyssey - Introduction to Entrepreneurship**

Embark on your entrepreneurial journey, uncovering your motivations to become an oceanpreneur. Explore ideation techniques to generate and select solutions aligned with your passion and expertise.

## **Module 2: Ocean Horizons - Mapping Market Opportunities**

Explore challenges, ocean solution areas, trends, and untapped niches. Develop comprehensive market analysis skills to identify innovative opportunities in the sustainable blue economy.

## **Module 3: Clear Seas - Refining & Developing Startup Ideas**

Refine and develop your concept, evaluating feasibility, scalability, and environmental impact. Engage in workshops and mentor-led sessions to shape your ideas into viable projects.

## **Module 4: Making Waves - Crafting a Value Proposition**

Learn how to craft a persuasive value proposition. Discover how to articulate key elements of your solution in a compelling pitch that demonstrates the potential impact for future customers.

## **Modules 5-6: Deep Dive - Customer Research & Validation**

Immerse yourself in understanding and validating customer needs. Learn how to create a lasting solution based on real-world insights from customer research, feedback collection, and iterative development.

## **Module 7: King Tide - Navigating Funding & Financials**

Navigate the diverse funding options available for ocean impact startups. Explore funding types, stages of fundraising, and expectations from potential investors. Gain the knowledge to secure financial support for your venture's journey.

## **Module 8: Set Sail - Building an Oceanpreneurial Network & Final Pitches!**

Learn how to build strategic connections in industry ecosystems. Develop a plan to network with mentors, industry experts, and potential collaborators. It's time for your final pitch! Integrate the insights gained throughout the program and show off your new skills.

OIIP participants will also join OIO's alumni network of startups and founders and, as such, be recognised and supported into the future to help ensure their greatest chance of success.

# ELIGIBILITY CRITERIA

The OIIP 2024 is open to Australian-based ocean science academics from late-stage PhD candidates to three years post PhD.

## APPLICATION & SELECTION PROCESS

1. A simple online application outlining professional and academic experience, describing current ocean research topics, providing a current CV, and describing any experience with entrepreneurship.
2. Up to 30 applicants will be selected to proceed to an informal, online interview. This is an opportunity for OIO to find out more about the applicant, and for the applicant to understand more about the program.
3. Up to 20 applicants will be selected from the 30 that interviewed, and will be offered a position in the program.

### Key Dates

Applications Open	Friday 5 April 2024
Information Session	Tuesday 23 April 2024
Applications Close	Friday 26 April 2024
2 Week Online Intro	Friday 5 April 2024
Selection Interviews	Monday 13 - Friday 17 May 2024
Program Commences	Monday 3 June 2024
Program Closes	Friday 26 July 2024

## PAST PROGRAM HIGHLIGHTS

Alumni from three OIIP cohorts have gone on to apply their entrepreneurship skills in their careers since 2021. Ben Fitzpatrick (PhD Marine Science at UWA; 2022 alumni) and his team were shortlisted in the final stage of the Ocean Impact Accelerator Program 2023 for his project Biohotspot. Tanika Shalders (PhD Climate Ecology at SCU; 2023 alumni) is unveiling valuable insights on nutrition distribution in fisheries. Joshua Castle (Bachelor Marine & Antarctic Science (Honours) at UTAS; 2021 alumni) was awarded \$500kUSD for his initiative Blue Symbiosis from the XPRIZE Carbon Removal competition. Joshua praised the knowledge he gained through the program for helping his submission and development of Blue Symbiosis.

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