



OCEAN
IMPACT
ORGANISATION

IMPACT SNAPSHOT

2022

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MESSAGE FROM THE FOUNDERS

Welcome to Ocean Impact Organisation's 2022 Impact Snapshot. We thank you for taking the time to explore this document to better understand the impact we are having as an organisation and as a part of the growing, global ocean health innovation ecosystem.

2022 was a huge year for OIO and for the global ecosystem. As an organisation we executed our first full calendar year of events and programs including the delivery of the inaugural Ocean Impact Accelerator Program with six brilliant startups from four countries. We refined our Ocean Impact Ideation Program to target emerging early career researchers in the ocean sciences and delivered another successful Ocean Impact Pitchfest with ten brilliant startups from eight countries celebrated as Finalists. And for the first time, all of our programs and campaigns culminated in our thrilling 'INNOVOCEAN' showcase event at Sydney's National Maritime Museum with 200 invited guests sharing in a significant moment where we truly illustrated what the future holds for OIO and Australia.

Of course none of our success (and impact) can be possible without the incredible people, partners and supporters who believe in us and work tirelessly to make our vision a reality. 2022 was a notable year for new Major Partnerships (Minderoo Foundation, Builders Vision); new multi-year partnerships with members of our philanthropic community; the NSW Government supporting INNOVOCEAN, and new team members joining OIO to help us turn ideas into action.

As founders of OIO it feels incredibly rewarding and nourishing to look back on a successful year and reflect on the successes and feel the momentum swelling around us. We are pleased to report that we are on track to not only meet but exceed the ambitious goals we set ourselves at the start of the journey and to make a genuine impact in our target areas.

We would like to take this opportunity to thank our diverse community of members, partners, supporters, stakeholders, and individuals who have contributed to our success and believe in our vision.



OIO Founders: Tim Silverwood (left) and Nick Chiarelli (right)

MESSAGE FROM THE CHAIR

It's my pleasure to share with you OIO's Impact Snapshot 2022, and to take this moment to thank you for your support of OIO.

I am delighted to see OIO achieve an important goal in 2022, with the delivery of the first Ocean Impact Accelerator Program and initiating the first (of many) early-stage investment funds for ocean health innovation. The founders and Board are very clear on the need to steer large amounts of capital into the emerging ocean health innovation ecosystem to make a major positive impact. We know that big ideas and positive impact follow money, OIO is off to a great start.

It was fantastic to see the return of physical events for OIO in 2022, particularly the wonderful INNOVOCEAN event hosted at the Australian National Maritime Museum in November 2022. I want to take a moment to thank the NSW Department of Planning and Environment for funding this event, and I look forward to future INNOVOCEAN events where OIO can connect startups with investors and key stakeholders to develop the local and global ecosystem further.

I welcome and thank the new Major Partners that joined OIO in 2022 including Minderoo Foundation and Builders Vision, who have committed to long term partnerships. I would also like to welcome the new team members who joined the organisation in 2022, and thank the volunteers and interns who supported us.

Lastly, I thank my fellow Board Members, the OIO Founding Members, and our passionate supporter community. Your passion and commitment to seeing OIO succeed make pursuing our mission much easier and more rewarding.



Kirstin Hunter: Chair

AREAS OF IMPACT

01

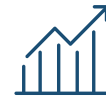
Accelerating ocean impact businesses

02

Increase funding in ocean impact solutions

03

Inspire individual action and build a thriving ocean impact community



OUR IMPACT AT A GLANCE (TO DATE)



68

Startups and entrepreneurs supported across OIO Programs



\$1.1M

Funding into ocean impact solutions. (\$832K invested, \$285K in prize money)



26K

OIO's social community of active followers and subscribers

OUR IMPACT SUMMARY



1. ACCELERATE OCEAN IMPACT BUSINESSES

With 68 startups and entrepreneurs now supported we are on our way to exceeding our target of 100 startups accelerated in 5 years.



2. INCREASE FUNDING IN OCEAN IMPACT SOLUTIONS

Over \$1.1M has now been channelled to ocean impact solutions (\$832K invested, \$285K prize money) since 2020.



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

The OIO community continues to grow with over 26K social media followers and email subscribers. The Ocean Impact Podcast has reached over 31K total episode listens.

WHY OIO?

THE SITUATION



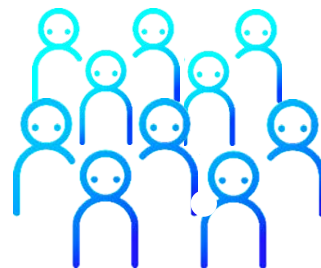
70% of the planet is covered by ocean



50% of our available oxygen is produced by phytoplankton



97% of our planet's water is held by oceans



1.5 people's primary source of food is from the ocean
BILLION



260 jobs supported globally by oceans
MILLION



\$2.5 oceans contribute to the global economy per annum (USD)
TRILLION

Reference: Ghosh, I. (2020, June 8). World Oceans Day: Visualizing our impact on our ocean economy. *World Economic Forum*.

WHY OIO?

THE OPPORTUNITY

1

The growing global trend towards purposeful, sustainable, impact-driven and regenerative business is creating a new, scalable opportunity to support ocean health.

2

Business models that value and support social and environmental impact in addition to financial sustainability, are being developed around the world:

a

Entrepreneurs starting a business are shifting focus to ideas/products that have positive impact

b

Purposeful businesses are thriving with broad consumer, employee, and investor support.

c

Traditional businesses have moved from CSR to ESG and into emerging regenerative business.

d

Not-for-profit organisations are broadening into revenue-generating opportunities for sustainability.

3

Scaling commercial ocean health solutions - alongside marine conservation - can speed up ocean remediation and leverage new sources of capital.

4

Achieving a "tipping point" of scalable commercial ocean health solutions can positively impact government policy and support rapid adoption of sustainability targets.

WHY OIO?

THE SOLUTION

OIO is Australia's ocean impact innovation ecosystem and startup accelerator. Helping people start, grow and invest in businesses that positively impact the ocean.

OUR PURPOSE

Transform ocean health through inspiration, innovation, and good business.

OUR MISSION

Support and accelerate ocean impact businesses.

STRATEGY

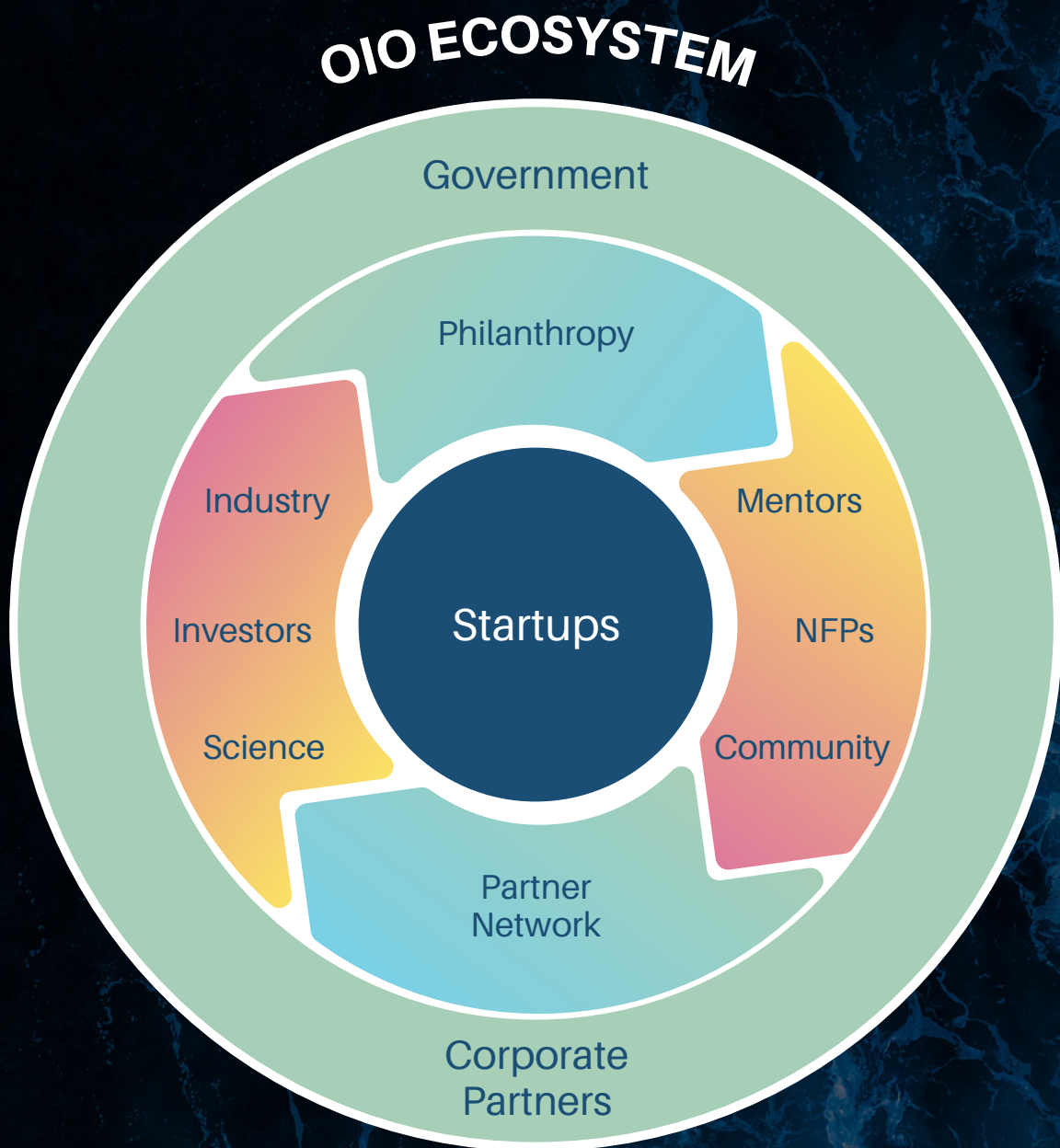
- Promote the possibility, viability and impact of purposeful businesses focussed on ocean health
- Catalyse an ecosystem of ocean-health entrepreneurs, experts, supporters and investors
- Accelerate high potential ocean-health businesses addressing the most important challenges

CORE CAPABILITIES

- Brand strength and storytelling
- Strong, broad supporter community
- Flexible ecosystem relationships
- Innovation capability
- IP around screening scalable business solutions that positively impact the ocean - "Ocean Impact"
- Evidence driven platform

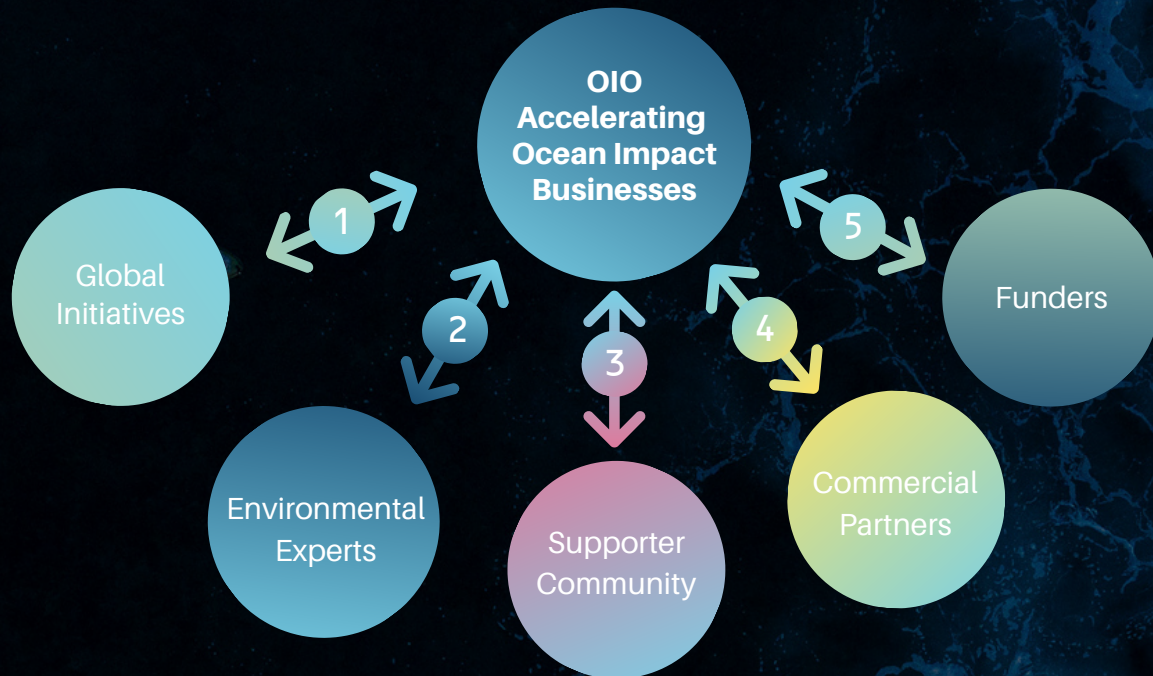
ECOSYSTEM APPROACH

Supporting and accelerating startups by galvanising our diverse network of stakeholders, built around a passion and commitment to improve ocean health.



IMPACT MODEL

How OIO is positioned as a global ocean health innovation thought leader.



1

OIO BENEFITS

- Access to global funders, collaborators, and impact partners
- Links into accelerator networks in other countries

Examples:

High Level Panel for a Sustainable Ocean Economy (HLP), UN Decade of Ocean Science, 1000 Ocean Impact Startups, etc

INITIATIVE BENEFITS

- Amplifies messages about business as a solution for ocean health

2

OIO BENEFITS

- They advise on impact potential
- We connect entrepreneurs to relevant experts

EXPERT BENEFITS

- Experts learn about innovation
- See business as part of the solution

3

OIO BENEFITS

- Inspire hope for the oceans
- Educate on ocean threats
- See business as part of the solution

SUPPORTER BENEFITS

- Promote programs
- Identify ventures
- Link to investors
- Share success

4

OIO BENEFITS

- Financial support
- Connections and Mentors
- Venture pro-bono support

PARTNER BENEFITS

- Purposeful brand association
- Promotion across OIO ecosystem
- Early access to innovations

5

OIO BENEFITS

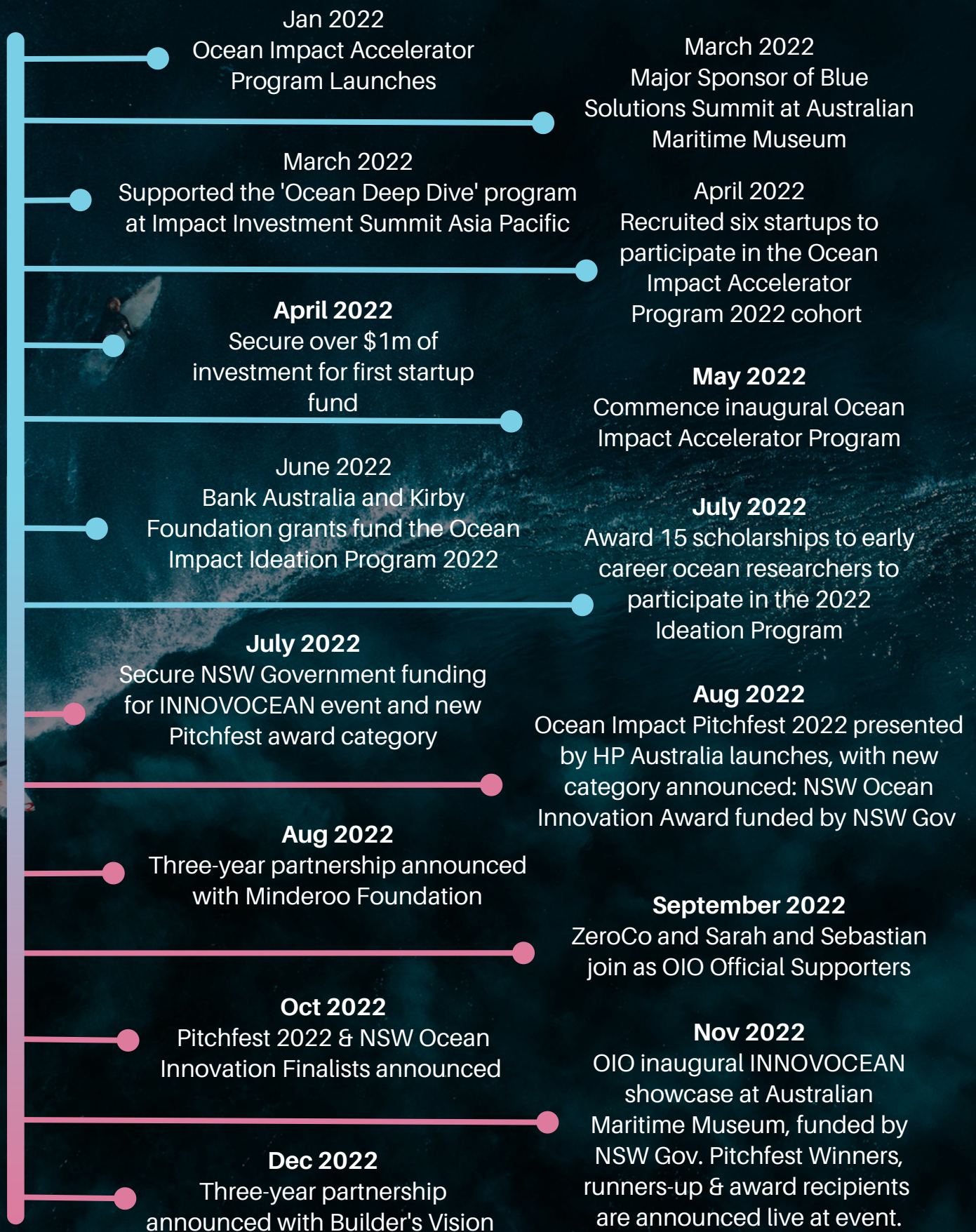
- Advise on venture potential
- Advise entrepreneurs
- Connect to investors and funds

FUNDER BENEFITS

- Learn about emerging sustainability market
- Early access to impact deals

2022

OUR PROGRESS



2022

OUR PROGRAMS

In 2022 OIO developed and delivered four major programs, and events each with a specific focus aligned with our mission. These were:



OCEAN IMPACT
ACCELERATOR
PROGRAM

OCEAN IMPACT
IDEATION
PROGRAM 

INNOVOCEAN

THE OCEAN IMPACT SHOWCASE

LIFETIME IMPACT

TO DATE

1. ACCELERATE OCEAN IMPACT BUSINESSES



838

Applications to
OIO Programs

FROM

65

countries across
the world



68


startups and
entrepreneurs
supported

2021-22

OUR IMPACT

1. ACCELERATE OCEAN IMPACT BUSINESSES

of applications to programs

	2021	2022	TOTAL
PITCHFEST	215	138	353
IDEATION	76	37	113
ACCELERATOR	N/A	96	96
GEN IMPACT	84	N/A *	84 *
	375	271	646

of startups accelerated/program participants

PITCHFEST	12	10	22
IDEATION	12	15	27
ACCELERATOR	N/A	6	6
GEN IMPACT	1	N/A *	1 *
	25	31	56

* Generation Impact was not run in 2022

LIFETIME IMPACT

TO DATE

2. INCREASE FUNDING IN OCEAN IMPACT SOLUTIONS



\$1.1 M

funding into ocean impact solutions

\$832K

total funds invested in ocean impact startups



\$285K

total funds awarded as prize money

2021-22

OUR IMPACT

2. INCREASE FUNDING IN OCEAN IMPACT SOLUTIONS



	2021	2022	TOTAL
\$ INVESTED IN OCEAN IMPACT STARTUPS	N/A	\$832K	\$832K
\$ OF PRIZES FOR STARTUPS	\$160k	\$110K	\$270K
	\$160K	\$942K	\$1.1M

LIFETIME IMPACT

TO DATE

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



26K

OIO's social community of active followers and subscribers

31.8K

total listens of the Ocean Impact Podcast



50+

partner organisations engaged in Ocean Impact Organisation Programs and events

2021-22

OUR IMPACT

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



	2021	2022	CHANGE
SUPPORTER COMMUNITY			
TOTAL # SOCIAL MEDIA FOLLOWERS & EMAIL SUBSCRIBERS	24,089	26,326	2,237
TOTAL # OF OCEAN IMPACT PODCAST LISTENS	12,300	26,653	14,353

UNDERSTANDING OUR IMPACT

As an organisation built to generate positive outcomes, we take measuring and reporting our impact very seriously. We need to both accurately report our organisational impact *and* simultaneously support ocean impact startups to embed effective tools to measure and report their own impact.

As a startup accelerator and innovation ecosystem 'driver' - our impact measurements focus on how we as an organisation are growing whilst pursuing our mission: to support and accelerate ocean impact businesses. We measure and report on these 'leading metrics' across key Areas of Impact (see next page).

As an evolving organisation, we have made some small changes to the impact measurements we present in 2022 (compared to 2021), informed by new insights gained over the last twelve months. These are outlined below:

- **We identified that Impact Area 3: 'Influence Businesses to Act for the Ocean'** is no longer a strong measure of success. Our funding model has evolved to focus on larger, long-term philanthropic partnerships and less on smaller, short-term partnerships with commercial businesses. While still committed to developing relationships with commercial partners, global macro-economic circumstances and shifting priorities make it increasingly difficult to secure the bulk of our funding from commercial partnerships. On the other hand, as mentioned, we've seen an increasing appetite from mission-aligned philanthropic foundations to enter into longer-term impact-driven partnerships.
- **Impact Area 2: 'Increase funding in ocean impact solutions'** has been expanded to include the investments facilitated by OIO into startups in our ecosystem. We've kept the measure related to prize money, as we'll continue to facilitate prize money and funding through programs such as The Ocean Impact Pitchfest.
- **Impact Area 4 has become Impact Area 3: 'Inspire individual action and build a thriving ocean impact community'** because as life returns to normal post-pandemic, we recognise the opportunity to bring people together in the 'physical' world through more events and meetups - while continuing to build a strong digital following.

These changes will enable us to present a clearer picture of the overarching impact we are achieving as we grow.

WHAT OUR PARTICIPANTS SAY



We're more confident than ever about our success in agrifisheries thanks to the program

JT Solis Mayani

Ocean Impact Accelerator Program 2022 Cohort



The program helped us get crystal clear on our 'ocean impact' and how to measure and report it

Michel Fathallah Nuvoe

Ocean Impact Accelerator Program 2022 Cohort



The program positioned us to move faster than ever to clean rivers and recycle problem plastic globally

Anssi Mikola RiverRecycle

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



The program convinced us that our solution to use carbon to deacidify oceans is critical for a sustainable future

Swiss Williamson Skyology

Ocean Impact Accelerator Program 2022 Cohort



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

Shafali Gupta Uuvipak

Ocean Impact Accelerator Program 2022 Cohort

WHAT OUR PARTNERS SAY



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, Director, Planet Portfolio and Flourishing Oceans initiative at Minderoo Foundation



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

WHAT OUR PARTNERS SAY



At HP, we understand the importance of our oceans and environment and have set an ambitious agenda to be one of the world's most just and sustainable technology companies by 2030. And while we're making strong strides, we know that real, lasting impact is achieved through partnerships, and at scale. We're thrilled to partner with Ocean Impact Organisation to help discover and accelerate groundbreaking solutions that can improve ocean health.

Mike Boyle, Ex Managing Director,
HP Australia and New Zealand



Scaling innovative solutions to improve ocean health is of course good for the planet, but is also good for business and good for global governance. Through the work of OIO we are seeing just how much 'ocean impact' innovation is occurring locally to combat the great challenges we face. Australia is stepping up to show the world what we are capable of and that fills me with hope and excitement for the future.

Jas Chambers, Co-founder and Chair,
Ocean Decade Australia

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

HP Australia
Minderoo Foundation
Builders Vision

PARTNERS AND OFFICIAL SUPPORTERS

HPX Group
Sydney Institute of Marine Science
Underwater Earth
WOTSO
EnergyLab
Mazars
Deloitte
Deloitte Digital
Code Accounts
Digivizer
Austral Fisheries
Dicker Data
ZIP Water
Calix
Sarah and Sebastian
ZeroCo

OIO's COMMUNITY OF SUPPORTERS

PHILANTHROPIC PARTNERS

Minderoo Foundation
Builders Vision
Prior Family Foundation
Ryan Cooper Family Foundation
Auxilium Foundation
ACME Foundation

FOUNDING MEMBERS

BOARD MEMBERS

Kirstin Hunter (Chair)
Prof. Peter Steinberg
Nick Chiarelli
Tim Silverwood

THE OIO TEAM

VOLUNTEERS

2022 GRANT FUNDERS

NSW Department of Energy and
Environment
Bank Australia
Kirby Foundation

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

SYDNEY

ZERO^{CO}



PHILANTHROPIC PARTNERS



BUILDERS VISION



AUXILIUM
FOUNDATION



PFF
PRIOR FAMILY
FOUNDATION



RYAN COOPER
FAMILY
FOUNDATION
Humility & Gratitude



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