

1st Baltic Blue Biotechnology Alliance call for ideas

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

Call extended:
new deadline
16 September 2016
APPLY NOW!



The **Baltic Sea Region's leading marine and biotechnology institutes** have joined together and are opening their doors to you: labs, brains, resources, expertise and facilities are at your disposal. We offer assistance in all kinds of areas, from scientific and technical development to contractual and financial expertise to marketing. Together we will identify what's needed to build your value chain and find the right partners.

Are you a start-up or SME, larger company, an academic institution or a student with new product or service development ideas from marine biobased resources? **Then don't miss this opportunity to develop your blue biotech service or product! Make the most of the possibility to get some EU funding from our project pool.** A total of €142,000 to be divided between the selected new partners is available.

Interested? Apply by **16 September 2016!** The most promising candidates will be invited to pitch their ideas to an international expert panel at our matchmaking event in Helsinki, Finland on **26–27 October 2016**, so **save the date!**

 balticbluebioalliance.eu

 #BalticBlueBioAlliance

 **Interreg**
Baltic Sea Region
 EUROPEAN UNION
 EUROPEAN REGIONAL DEVELOPMENT FUND
ALLIANCE

WHAT WE OFFER

The Baltic Blue Biotechnology Alliance (**ALLIANCE**) is looking for **promising cases** in the field of **blue biotechnology** in need of **dedicated expert support** for **product and service development**. Case partners will explore **new ideas** with the potential to **develop sustainable and innovative products** from **marine biological resources** that are relevant to and for the benefit of the Baltic Sea Region (BSR). The ALLIANCE will invite the most promising cases among those selected in this call for ideas to join the project as reserved project **partners, with a proposal of funding assistance**.

The ALLIANCE will **support the case owners** by fully **identifying and pooling** the available resources to **work through and assess** the likely results of blue biotechnology product and service development cases. This will ensure finding **appropriate solutions** (be it a partner, resources, or infrastructure) **proof of concept** or even the **development of a marketable product**.

ABOUT THE ALLIANCE

The **ALLIANCE** project has brought more than 20 **blue biotechnology actors** from across the BSR together to **address key challenges and opportunities in the sector** and to develop innovative **marine biobased products and services together with companies**.


The ALLIANCE project aims to foster **sustainable blue growth** in the BSR by facilitating a selected number of concrete **successful demonstration cases** for **transnational development of commercial blue biotechnology products** in the whole BSR.

For more information about the ALLIANCE visit our website www.balticbluebioalliance.eu


WHAT CURRENT CASE OWNERS SAY ABOUT THE ALLIANCE

 *Working with scientific experts within the Alliance allows us to fast-track our product development process.*

– Levent Piker, CRM Coastal Research & Management

 *Case mentors provide dedicated points of contact for Baltic Probiotics within the project, able to offer advice and represent our company's interests.*

– Arta Bardule, Baltic Probiotics

 *As a start-up, Biovento is benefiting from the broad range of expertise and services on offer within the Alliance.*

– Natalia Kujawska, Biovento

PARTICIPATE IN OUR CALL FOR IDEAS...

...IF YOU WANT TO:

- Test your concept, idea, product,
- Get tailor made business development and consultancy services essential for development of your product value chain,
- Receive funding to develop your product or service to the market level,
- Access excellent research infrastructures and pilot/testing facilities,
- Discover and use new biomaterials,
- Expand your network and become a part of a consortium,
- Learn from the experiences of industry experts and practitioners,
- Gain more visibility and recognition,
- Be a forerunner in the new trends in the field of blue biotechnology.

...AND ARE ONE OF THE FOLLOWING:

- A start-up, SME or larger company willing to develop new innovative products or services from marine biobased resources,
- An academic institution or scientific group,
- A student with blue biotechnology background, great product or service development ideas and entrepreneurial spirit.

SUBMISSION PROCESS

This call has a **two-step submission process**.

First, using **the template** available for download at www.balticbluebioalliance.eu, each applicant compiles and submits a **single full proposal** by e-mail to ideas@balticbluebioalliance.eu. The deadline for application submissions is **16 September 2016 (23:59 CEST)**.

Second, the most promising cases will be invited to a **pitching and matchmaking session** with an **international expert panel in Helsinki, Finland on 26–27 October 2016**.

SELECTION PROCESS

Applications are first screened internally by ALLIANCE experts based on the following criteria:

- Relevance for the Baltic Sea Region
- Sustainability
- Feasibility:
 - Feasibility to find suitable value chain partners,
 - Strength of business case
 - Timeline
- Balance / diversity with regards to:
 - topics, applications, product ideas, innovativeness
 - position in the value chain / technology readiness level (TRL)
 - origin / BSR countries' representation

The **most promising / suitable applicants** will then be invited to a **second round pitching session** to select final cases that will be offered funding as a **reserved partner of the ALLIANCE consortium**. You can apply for support for your travel costs to Helsinki. Please contact your National Contact Point (see below) for more information.

Each case owner will have **7 minutes** to deliver their pitch presentation to the expert panel. Following each pitch, the case owner will have 15 minutes to address questions from the panel and audience. They will also receive initial feedback on the idea. Final results will be announced after all cases have been presented and the panel has made their decision.

The expert panel will use a scale of 1–10 against the following criteria when evaluating ideas:

- Clearly communicates a challenge to be solved.
- Identifies a market affected by the problem.
- Proposes a creative solution to the problem.

The **international expert panel** (BSR and beyond) will include representatives from **academia, industry, business support organisations** and **investors**.

Participating at the pitching event will also give you the added advantage of the formal and informal matchmaking opportunities with other case owners, ALLIANCE partners and all the expert panel members!

Good luck!

BECOMING AN ALLIANCE RESERVED PARTNER WITH A BUDGET

A **reserved partner budget worth up to a total of € 142,000** is available to be divided between the most promising new cases. Cases that have been selected for funding as partners within the ALLIANCE will each be part-financed separately by the **Interreg Baltic Sea Region Programme**. Please note that Interreg Baltic Sea Region will carry out eligibility checks on all institutions put forward to be included as reserved partners. Please also be aware that by participating in the ALLIANCE project as a reserved partner, you will conduct activities that are **state aid relevant** according to the EU and EEA rules. Your National Contact Point will be happy to supply more information and advice. More information about the programme can be found here: www.interreg-baltic.eu.

NATIONAL CONTACT POINTS

For more information about the call, ALLIANCE project and Interreg BSR programme or any other issues, please contact your **National Contact Point**

COUNTRY	CONTACT NAME	INSTITUTION	E-MAIL	PHONE
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IMPORTANT DATES

Call Opens	Submission Deadline Send to: ideas@balticbluebioalliance.eu	First Step Results Announcement	Pitching session and matchmaking event in Helsinki, Finland
20 June 2016	16 September 2016 (at 23:59 CEST)	30 September 2016	26 – 27 October 2016