

wework labs



Port
of Seattle



Maritime Blue

INNOVATION ACCELERATOR

About the Program

Innovation across Washington's maritime sector is critical for a thriving economy and the fight to protect our planet, precious natural resources, and ocean life.

For this very reason, Washington Maritime Blue, the Port of Seattle and WeWork Labs joined forces to design a program dedicated to supporting startups passionate about finding innovative solutions that benefit the maritime economy.

Core Team Members

The Maritime Blue Innovation Accelerator is led by a core team of startup and industry experts – individuals who are truly embedded in the Seattle ecosystem working to create a thriving community.



Fred Felleman
Port Commissioner
Port of Seattle



Elizabeth Scallon
Head of Labs
US WEST



Dave McFadden
Managing Director, ED
Port of Seattle



Jonathan Blanco
Labs Manager
Seattle



Joshua Berger
Maritime Sector Lead
Governor Inslee Office

—
Board Chair
Washington
Maritime Blue



Key Mentors

The strength of the program is elevated by its mentors who are sharing their expertise across startup growth, venture capital, and maritime -specific industries.

40+ Mentors



Kathleen Baxley
Principal
Startup Valuation
Resources



Kirby McGraw
Founding General Partner
Ascend.vc



Chris Kelley
Managing Partner
Shipyard Capital Group



Terrell Sterling
EIR
WeWork Labs



Andrew Bennett
Principal
KPFF Consulting
Engineers



Lisa Fernow
President
Fernow Consulting



16+ Weeks of Programming

About the Program

Over the 4-month duration of the accelerator, the cohort was guided through learning sessions covering the following range of topics →

We've selected curriculum that is applicable regardless of stage -- for some, courses may be an opportunity to refresh goals and objectives, and for others, they may be entirely new learnings. These sessions have been lead by industry experts.

The cohort had the opportunity to engage 1:1 with dedicated mentors and the Maritime Blue Innovation Accelerator programming team throughout the journey.

/01 STAGE

Pre-Launch

Market Research
Testing & User Feedback
Customer Discovery
Product Development
Build Online Presence
Business Planning
Pitching
Financial Modeling

/02 STAGE

Validation

Go-to-Market Strategy
Startup Legal Toolkit
Team Expansion
Customer Experience
Fundraising
Customer Acquisition
Content Marketing
Social Impact

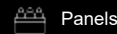
/03 STAGE

Growth

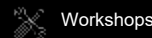
Hiring
Business Development
People Operations
Sales
Expansion Strategy
Digital Marketing
Data & Analytics
M&A/Exit Strategy

LEARNING SESSION
FORMAT

Talks



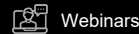
Panels



Workshops

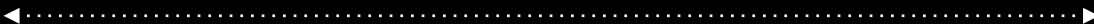


Roundtables



Webinars

ADDITIONAL PROGRAM SUPPORT



Mentoring Sessions

1-on-1 With Mentors,
Experts, Labs Managers
And WEiRs

Personal Development

Productivity, Wellness
And Leadership

Social Events

Networking Events And
Community Gatherings

Product -Focused Events

Weekly Standups, User-
testing, Pitch Practice +
Demo Day

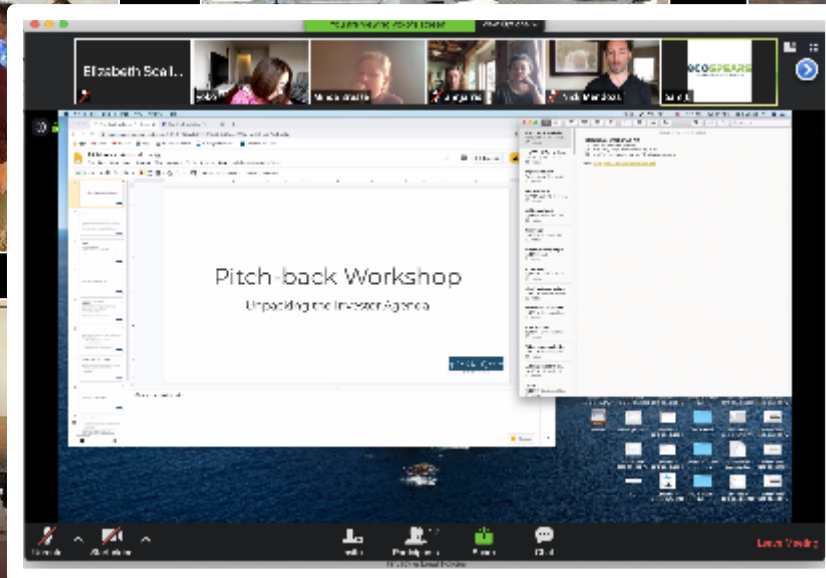


Maritime Blue
INNOVATION ACCELERATOR

Over 40+hrs of Programming



Seamless Transition to Virtual Programming due to Covid



One Amazing Showcase

*500 RSVPs

*350 unique
online
attendees

*~250 people
attending any
given time

The screenshot shows a Zoom meeting window. At the top, a status bar indicates 'You are viewing Joshua Berger's screen'. Below this, a row of participant thumbnails includes Julie dePontbr..., Esther (Labs,...), Joshua Berger, Elizabeth Scall..., and David McFadd... The main content area displays a presentation slide titled 'blue Maritime Blue Innovation Accelerator'. The slide features the following text: 'Four-month program taking no equity.', 'Diverse stages and sectors.', 'Mentors from business development and maritime/ocean.', and 'Attracting diverse funding and capital; public, debt, equity, VC, Impacts, grants, etc...'. A central graphic displays logos for ecoSPEARS, Beam Reach, oneTANK from Goshen, EQUILL, qb, NET YOUR PROBLEM, PUREWATERCRAFT, and FREEBOARD. On the right side of the Zoom window, a 'Participants (230)' panel is visible, showing a list of participants categorized into 'Panelists (27)' and 'Attendees (209)'. The bottom of the Zoom window shows controls for 'Unmute', 'Start Video', 'Participants (236)', 'Share', 'Chat', 'More', and a 'Leave Meeting' button.

Lots of Great Press



2020 COHORT



ecoSPEARS



EQUILL



oneTank
by GlaxoSmithKline



Beam Reach



Seattle

Scott Veirs

Founder & CEO

Rate Program:



Favorite Session(s): - Product-Market fit - Customer Acquisition strategy (equations!) - SWOT- Connected selling - Terrell Sterling was favorite Mentor.

Wins: Raising Beam Reach's profile. (1) Orcasound was selected as a host organization for Google Summer of Code 2020 (we are now on -boarding two talented students from India and Mexico) (2) Orcasound was granted \$15k in Azure credits for a proposal submitted by UW machine learning scientists, Beam Reach, and other Orcasound partners

Thoughts on the Program: I do wish I could have had a longer -term interaction with a mentor who is familiar with social purpose corporations (SPC) and maybe also regional marine environmental issues. to delve deeply into how an SPC might structure itself to bring private or industry investment to conservation challenges that are normally met through government funding or philanthropic gifts.

Discovery Health MD

Seattle

Ann Jarris
Co-Founder & CEO



Rate Program:



Favorite Session(s):

Wins:

Thoughts on the Program:

ecoSPEARS

Florida

Sam Johnson

Business Analyst

Rate Program:



Favorite Session(s): Sessions regarding investment strategy, product/service launch roadmaps, and funding options for startups between Seed and Series A were most helpful to us.

Wins: Not yet, however we are still in talks with key POCs and decision -makers within the Port of Seattle and Washington State regulatory agencies, as well as WA State clients.

Thoughts on the Program: This was a fantastic program that helped grow my knowledge of the maritime industry exponentially. I would have liked to see more from the MIA team assisting the program's cohort companies with introductions to and assistance with potential clients/users/buyers/end -users, or even with introductions to those in Gov. Inslee's network

ecoSPEARS

eOceans

Dartmouth, Nova Scotia

Christine Ward -Paige
CEO & Founder



Rate Program:



Favorite Session(s): I honestly cannot pick one session - they were all amazing and very relevant, and I felt they all valued my time and kept it direct and to the point. A few funding and legal ones weren't exactly relevant to international (non -US) teams but there were still valuable lessons.

Wins: Collaboration and support amongst the cohort is my biggest win, especially meeting other ocean scientists turned entrepreneurs.

Thoughts on the Program: I could only participate virtually (little ones at home). So, personally, the virtual last -half was very efficient and effective for working through problems and getting to know the cohort better. Now, I imagine a few of us will stay connected over the long term because of this.

EQULL

Seattle

Bati Tola

Co-Founder & CEO



Rate Program:



Favorite Session(s): All of them.

Wins: Able to sign a strategic customer through the program.

Thoughts on the Program: I would highly recommend this program.

Freeboard



Seattle

Tyler Allen
Founder & CEO

Rate Program:



Favorite Session(s): Being in early commitment stages of a start -up, the sessions oriented toward that stage of development were of the most value to me; but they were all very good.

Wins: Networking, better familiarity with the investment landscape in Seattle, greater confidence and understanding of what is possible to accomplish.

Thoughts on the Program: It went amazingly well, considering the extraordinary circumstances in which the latter half was run. This isn't an easy time to be a start -up, but the accelerator made it a lot less intimidating.

Neptune

United States

Nick Mendoza
CEO



Rate Program:



Favorite Session(s): Honestly, this is really difficult to do because most all of the sessions were directly useful to us.

Wins: -Raised Money (raising money, too, through contacts made)!
-Brand collaborations with food companies met through introductions made by Aileen.

-Direct sales to people who listened to pitches, etc. One new retailer.

Thoughts on the Program: This was a wonderful program and did not in any way feel like the first time it had been run. Even with the unexpected disturbance of COVID, the program was extremely professionally handled and well put together. Neptune cannot thank you all enough for being awesome, bringing us together, and really just making sure we felt supported (and continue to). Maritime Blue was one big hug. We are so grateful and proud to have been a part of the program. We would be glad to participate in any way that could be helpful in the future, whether it be returning to chat with future startups, video testimonials, updates. Anything.

Net Your Problem LLC



Seattle

Nicole Baker

Founder

Rate Program:



Favorite Session(s): goal setting, product roadmap, office hours with Kathleen, office hours with Terrell, Laura Troyani marketing & Lorraine and David Witus (separate presentations) on hiring

Wins: I entered this Accelerator program as a marine biologist trying to do something good for the environment, and muddling along as a businesswoman trying to make that happen. As a result of this Accelerator program, I now have goals, a growth strategy, know what my value proposition is and how to digitally market that to highlight my competitive advantage. I can not express enough gratitude to the team of people that participated (WeWork staff, mentors, other founders). You have all helped me transform my thinking and shape this business into something I am really proud of.

oneTank

Seattle

Kevin Reynolds

Director, Research & Development

oneTank
A Gloslink company

Rate Program:



Favorite Session(s): All the marketing strategy topics. Also the speakers that had specific lessons learned rather than general discussion.

Wins: Tons of productive brainstorming and motivation to check off items on our to -do list, add new items to our to -do list, insights to how to be successful. And great relationships built!

We have gained two wins.

- Interest from two potential partners. No contracts yet, as not yet ready.

- Connection with others in the MA program.

Thoughts on the Program: THANK YOU! for providing this opportunity.

Pure Watercraft

Seattle



Alexander Oki

Director of Finance & Business Development

Rate Program:



Favorite Session(s):

Wins:

Thoughts on the Program:

SPBES

Vancouver, BC



Grant Brown

VP, Brand & Marketing

Rate Program: ★★★★★

Favorite Session(s): The marketing sessions were of particular interest to me, as were the sessions regarding HR and planning.

Wins: I have several significant business (sales) leads as a result of the program. Whether or not they end up as completed sales is TBD, however I am confident that these introductions will bear fruit at some point in the future.

Thoughts on the Program: This was a great program and certainly helped me to understand some of the basics of business that I have not really been exposed to. I think the C19 disruption could have really had a bad impact, but instead the WeWork Labs team (and Port of Seattle) really rallied to make the pitch sessions successful.

I'm proud to have been a part of the first cohort of Maritime Blue Accelerator alumni and would be happy to offer insight or guidance for future groups.

Certificate of Completion



