

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



One Amazing Showcase

- *500 RSVPs
- *350 unique online attendees
- *~250 people attending any given time

The screenshot shows a Zoom meeting window titled "You are viewing Joshua Berger's screen". At the top, there is a grid of five video thumbnails for participants: Julie dePontbr..., Esther (Labs,...), Joshua Berger (active), Elizabeth Scall..., and David McFadd... A "Recording" indicator is visible in the top left of the meeting area.

The main content area features the "blue Maritime Blue Innovation Accelerator" logo and the following text:

- Four-month program taking no equity.
- Diverse stages and sectors.
- Mentors from business development and maritime/ocean.
- Attracting diverse funding and capital; public, debt, equity, VC, Impacts, grants, etc...

 A central white box contains logos for various partners: ecoSPEARS, DISCOVERY HEALTH, eOceans, Beam Reach, oneTANK from Glasdon, EQULL, qb SPMS, NET YOUR PROBLEM, and PUREWATERCRAFT. The logo for FREEBOARD is also visible at the bottom right of the partner box.

On the right side, a "Participants (236)" sidebar is shown, with tabs for "Panelists (27)" and "Attendees (209)". A search bar "Find a panelist" is present. The panelist list includes:

- ecoSPEARS (Ian Doromal)
- eOceans (Christine)
- EQULL (Bati)
- Jessica Lauretti
- Jordan Niemeyer
- Josh Carter
- Kim van Haalen
- Neptune Fish Jerky - Nick M...
- Net Your Problem LLC (Nicol...
- oneTank (Kevin)
- Pure Watercraft (Alexander)
- Scott
- Vessela Ignatova
- William Akins

 At the bottom of the sidebar are "Unmute Me" and "Raise Hand" buttons.

The Zoom control bar at the bottom shows icons for Unmute, Start Video, Participants (236), Share, Chat, and More, along with a "Leave Meeting" button.

2020 COHORT



ecosPEARS



EQULL



oneTank
A Glean company

