

## **Blue Bio Value Ideation 2024**

### **Rules and Regulations**

#### **I. Introduction**

1. This regulation establishes the access terms, rights and obligations regarding the participation in the 2024 Blue Bio Value Ideation Programme (hereinafter be referred to as "the Programme").
2. Blue Bio Value Ideation is a programme promoted by the Oceano Azul Foundation Foundation and implemented by maze in collaboration with BlueBio Alliance.
3. The Organizing Committee for 2024 Blue Bio Value Ideation Programmme includes the following members: the Oceano Azul Foundation Foundation, the Maze Impact and BlueBio Alliance.
4. The 2024 edition of the Blue Bio Value Ideation will be held in Portugal with 6 weeks of online training courses and 3 in-person days in two locations, Porto and Lisbon.

#### **II. Description and objectives of Blue Bio Value Ideation 2024**

1. Blue Bio Value's Ideation mission is to accelerate the transition of knowledge to a global and sustainable blue bioeconomy (definition at Annex 1), capable of supplying multiple industries and contributing to the emergence of competitive and innovative businesses operating in the marine bioresource value chain while promoting a productive and healthy ocean.
2. The Blue Bio Value Ideation programme aims to scale up innovative blue biotechnology by supporting innovative R&D projects that are using marine bio resources in a sustainable way, going from lab to market. The programme seeks upcoming solutions in the marine bioresources value chain that can be scaled-up to market applications in different industries, helping tackle global challenges.
3. The Programme's network of partners, including researchers, entrepreneurs, investors, universities, research and technological centres and the scientific community, public authorities, among others, offers significant advantages to the participants, transforming R&D into products and startups into global competitive companies.

4. The main objectives of Blue Bio Value Ideation 2024 edition are to:
  - a. Facilitate the translational research and technology transfer processes of blue bioeconomy scientific and biotechnological (definition at Annex 1) projects and solutions to the market;
  - b. Develop strategies to raise awareness of the potential of blue biotechnology, increasing the sector attractiveness by inviting students and professionals of Management, Economy, Entrepreneurship, Marketing or related, that can contribute to the development of a business plan arising from research;
  - c. Create the foundations of new businesses, i.e., newly incorporated ventures which are sustainable and scalable with global ambition.
5. The projects generated through the Ideation Programme must be related to the sustainable use, monitoring, conservation or restoration of marine biobased resources that can have applications to several industries, such as biomedicine, health, pharma, food and feed, environment, novel materials, amongst others.

### **III. Conditions of participation**

1. Participants' profiles can be multiple:
  - a. Team or Individual (also designated as "STEM Project") eminently technical individuals and/or research working teams, aiming to further develop an R&D project in blue biotechnology (definition in Annex 1) with potential applications to the market.
  - b. Individual (also designated as "Business Mentor") with academic background and/or experience in the areas of Management, Economics and Entrepreneurship, or related disciplines;
2. The Blue Bio Value Ideation organization will allocate one Business Mentor to each STEM Project team. The goal is to create multidisciplinary teams, merging 1.a) and 1.b) as stated above in the

current clause, thus maximizing the chances of successful technology-based innovation alongside a viable business model. Teams will be composed of up to 6 members.

3. Each participant can only participate in the Programme in one of the teams. If a current participant is working on the research of more than one project that is part of the cohort, the respective member needs to decide the team who wants to join.
4. The registered parties will need to confirm their participation in the Programme by replying to the acceptance e-mail within 5 working days after receiving this information.
5. Participants must commit to confidentiality and not misuse the accessible information and will be asked to sign a Non-disclosure Agreement.
6. Participation in the Blue Bio Value Ideation 2024 involves both a 6-weeks online programme and 3 days in-person. To be able to apply for the final award, it is mandatory to have at least one member attending all components of the Programme.
7. Each participant will receive an amount to support the in-person moments. The amounts provided depend on the geographical location of the teams and cover a maximum of two people per team. The maximum payment contribution to each participant will be:
  - Mainland Portugal participants: 250€ (two hundred and fifty euros) per person.
  - Portugal's autonomous regions (Azores and Madeira) participants: 500€ (five hundred euros) per person.

#### **IV. Registrations**

1. Registrations must be submitted on the Blue Bio Value Ideation 2024 website ([link](#))
2. The "STEM projects" team or individuals, with a Blue Biotechnology R&D project under development or to be developed, will register by filling in the information requested in the dedicated form available online ([link](#)).

3. Individuals participating as "Business Mentors" will register by filling in the dedicated form that will be available online once applications open.
4. After submitting the registration form, the prospective participant will be contacted by the Programme's organization.
5. Additional information can be requested by the Programme's organization during the application process, and registered parties may be interviewed so that their participation is validated.

## **V. Evaluation and Final Prize**

1. From all the participants, the Blue Bio Value Ideation Programme will select the best idea or project which will be awarded with a prize.
2. The winner(s) is chosen by the Programme's Jury, which shall be composed up to five members, with members from the Organizing Committee and external members invited by the organization.
3. The winning Team(s) will be awarded with:
  - a. A 10.000€ award through Blue Demo Network - a platform that brings together a series of technical, legal and marketing infrastructures and services - to be used until 30<sup>th</sup> of June 2026 Blue Demo Network is managed by BlueBio Alliance and provides dedicated services to develop and scale up technologies and innovations (e.g. IP protection, validation, laboratorial services, go to market support) amongst others.
  - b. Support in the preparation of their applications to the upcoming edition of the Blue Bio Value Acceleration.
4. The selection process is divided in two phases, a pre-final pitch event, to be held online, and a Final-Pitch event, to be held in person, in Lisbon.
5. The Jury will take into consideration the following criteria:
  - a. Business model potential;

- b. Team;
  - c. Technology proposed;
  - d. Performance throughout the Ideation Programme;
  - e. Scalability potential;
  - f. The advantage that can take from the award;
  - g. Performance at the pre-final pitch event;
  - h. Performance at the final pitch.
6. The Jury will be independent and will decide according to its absolute discretion.

## **VI. Programme Timeline**

1. Applications open on April 1<sup>st</sup> 2024 and close on June 17<sup>th</sup> by 23:59 GMT+1.
2. Selection and interviews are conducted between June 24<sup>th</sup> and August 2<sup>nd</sup>.
3. Decision and communication of participants on August 2<sup>nd</sup>.
4. Warm up day takes place in between October 7<sup>th</sup> and October 10<sup>th</sup>.
5. Online Training course and Ideation support between October 7<sup>th</sup> and November 15<sup>th</sup>.
6. Pre-Final Pitch day online on the in between October 11<sup>th</sup> and November 15<sup>th</sup>.
7. Final Pitch Day will take place between November 18<sup>th</sup> and November 29<sup>th</sup>
8. Ongoing support between December 2<sup>nd</sup> and January 10<sup>th</sup> 2025.

## **VII. Confidentiality of information**

1. The descriptive information provided in the “STEM projects” registration form (see number 2 of clause IV.) regards Blue Biotechnology R&D projects and is aimed at promoting and/or developing market solutions during the Programme, namely future services and products that can be commercialized.

2. The information given under the section "Project tagline" and "Project public description" of the STEM projects' registration form (see number 2 of clause IV.) may be shared publicly in communication materials developed to promote Blue Bio Value Ideation 2024.
3. The information given under the section "Project public description" of the STEM projects' registration form (see number 2 of clause IV.) will be shared with the "Business mentors" participating in the Programme. The decision to share additional information with the "Business mentor" is of the sole responsibility of the STEM project team and/or individual.
4. All information requested in all sections of the "STEM projects" registration form (see number 2 of clause IV.) will solely be shared amongst the Organizing Committee, namely Oceano Azul Foundation, Bluebio Alliance and Maze Impact. This information will be used to allow the matchmaking process between "Business mentors" and "STEM project" teams or individuals.
5. The Organizing Committee undertakes:
  - I. To keep confidential all the sensitive information about the R&D project ("Confidential information") shared in the Registration form, and not to share it with third parties;
  - II. Not to use Confidential Information, in whole or in part, except under the terms and within the scope of the Blue Bio Value Ideation 2024 Programme;
  - III. Not to copy, reproduce, distribute, assign, communicate or reveal it to third parties, directly or indirectly;
  - IV. To analyse and disclose general analyses and conclusions of Confidential Information but never about the Confidential Information itself;
  - V. To recognize that the term of the Ideation Programme does not affect the maintenance of confidentiality obligations;
  - VI. To destroy the Confidential Information within a year after the Blue Bio Value Ideation 2024.

## **VIII. Copyright**

1. It is for each team to define who holds the rights over the presented and developed ideas and each participant's responsibility to secure the intellectual property rights (IPR) on their ideas, if they wish so.

2. The Organizing Committee, namely Oceano Azul Foundation, BlueBio Alliance and Maze Impact, do not ensure the protection of the originality of the ideas, projects or concepts and will not be held responsible in case any of the projects presented within the Programme is copied, imitated, plagiarized or in any way used by a third party.
3. The previous paragraph does not apply to all confidential information in accordance with the next paragraph.
4. The rights to intellectual and industrial property (IP) of the presentations, as well as all the support documentation made available by the Organizing Committee to the participants during the Programme belong to the respective member of the Organizing Committee.
5. The participants are solely responsible for protecting their IPR (patents, trademarks, copyright, trade secrets, etc.).
6. The Organizing Committee wants you to know that there are always certain risks involved in competitions of this nature with regard to IP. Because the organization is not able to protect or provide advice on, it does not take any responsibility for the disclosure of information provided by you in the application form. Please be aware that the Blue Bio Value organization does not demand non-disclosure agreements or other confidentiality obligations from anyone involved in the process, besides the participants - Business Members matched with each project and "STEM projects". As such, trade secrets or unprotected IP should not be disclosed in any way or form during the Programme.

## **IX. Disclosure**

1. The participating entrepreneurs acknowledge and accept that Oceano Azul Foundation shall have the right to use, one or more times and whenever considered necessary or adequate, the materials produced by the teams that are not confidential, may it be in public events, media publishing in every format and reproduction for communication and advertising purposes, without any fee or financial compensation and without the need of further authorization.
2. Under this agreement, confidential information means any and all information, in any medium, which is provided by one party ("Discloser") to the other party ("Recipient") including, without

limitation, information that is either (i) related to business practices, financial statements, financial information, pricing, vendors, resellers, methods, techniques, processes, and employee data; (ii) marked using a legend such as “confidential,” or similar words; or (iii) any information which the Recipient should have reasonably considered to be confidential under the circumstances surrounding disclosure.

3. The confidentiality obligations established in this Rules and Regulation shall remain in force throughout the life of Blue Bio Value Ideation 2024 and for three (3) additional years after its termination. Each of the Parties undertakes to deliver to the other all confidential information it may hold, or which may be in the hands of its employees or collaborators, or to destroy such information on the reasonable and express instruction of the other Party in the manner requested, depending on how such information is recorded. Moreover, the parties shall be obliged to certify that they have returned, deleted or destroyed all material in their possession in accordance with the preceding paragraphs and, therefore, to provide the other Party with assurances that it does not hold any copies of the confidential information, either in whole or in part.

## **X. Acceptance of the regulation**

Participating in the Blue Bio Value Ideation Programme implies full acceptance of the rules in this regulation by the participants and the renouncement of complaints or appeals, legal or otherwise, regarding the course of events of the Programme or any decision made by the organizers of the Blue Bio Value Ideation, insofar as legally admissible.

## **XI. General provisions**

1. The Organizing Committee cannot be held responsible for the cancellation, postponement or any change in the Blue Bio Value Ideation Programme on any of its phases due to unforeseen causes or in cases of *force majeure*.
2. The Organizing Committee has the right to modify, suspend or cancel this initiative in circumstances of *force majeure*, this not implying a compensatory allowance to the applicants.



3. It is considered as a *force majeure* any event or circumstance which is beyond the reasonable control of a party which results in or causes that party's failure to perform any or all of its obligations under this Blue Bio Value Ideation Programme (including act of God, strike, lockout or other industrial action (not involving the workforce of that party), war (declared, undeclared or threatened), terrorist act, riot, civil commotion, public demonstration, act of vandalism, explosion, or requirement of a Competent Authority).
4. The participations that are considered fraudulent will be notified to the competent authorities and may be prosecuted. Any unauthorized attempt of intrusiveness in the computing or communication systems supporting this initiative will be considered illicit and shall be notified to the competent authorities.
5. The Organizing Committee reserves the right to inhibit the participation of applicants that it considers to be competing fraudulently.
6. The Organizing Committee cannot be held responsible for any human or technical error that may occur during this initiative, and that is not committed through gross negligence or willful misconduct and disclaims any liability resulting therefrom.

## **XII. Applicable Lex Forum**

1. This Blue Bio Value Programme and any contractual or non-contractual obligations arising out or in connection with it shall be governed by and interpreted in accordance with Portuguese law.
2. In the event of any dispute the Parties shall use their reasonable endeavours to resolve the dispute in an amicable way and any such solution that is agreed between them shall be binding upon all Parties.
3. Applicants accept that any litigation within the Programme will be submitted exclusively to the Civil Courts of Lisbon.

### XIII. Organizing Committee

**OCEANO AZUL FOUNDATION** is a Portugal-based Foundation with the purpose of contributing to the conservation and sustainable use of the ocean, notably with a view to:

- Developing blue literacy and fostering the public's understanding of the challenges of ocean sustainability;
- Contributing to the conservation of the oceans, promoting the value of biodiversity and the development of sustainable uses;
- Contributing to a new system of governance of the oceans, guided by ethical values and based on scientific knowledge, as well as contributing to the development of an innovative, environmentally sustainable blue economy.

**Maze Impact** is a European impact investing company based in Portugal created in 2013. Maze Impact invests in effective solutions that solve social and environmental challenges and supports entrepreneurs in expanding their solutions to the European market through an impact investing fund, acceleration programs and through working with the public sector to improve the impact of social service delivery.

**BLUEBIO ALLIANCE** is a national network that includes all subsectors of the marine bioresources value chain in Portugal. It ranges from raw material producers, R&D units, to biotech SMEs, transforming centres and manufacturers, public sector entities and support companies, up to the final consumer product developers. The BLUEBIO ALLIANCE aims at collectively organizing this value chain, to foster its relations and dynamics, leveraging its SMEs growth and accelerating their internationalization by increasing their outreach and exportations, leading to more jobs and value creation for Portugal.

## **Annex I**

### **Definition of Blue Bioeconomy and Blue biotechnology**

Biotechnology is based on the application of science and technology to organisms for the development of products or services. Blue biotechnology develops products or services using biological agents - being organisms, cells or molecules - extracted from the marine environment. Applications range from new biomaterials, such as bioplastics from algae, new food and feed solutions, new pharmaceuticals, cosmetics and nutraceuticals, amongst others.

Blue Biotechnology has grown significantly due to advancements in deep-water collection methods, extraction techniques and the increase in demand within the market, particularly for aquaculture and chemical synthesis. The great potential of marine biotechnology, above all, is the enormous biodiversity found in the ocean.

The Promoters of Blue Bio Value Ideation 2024 believe that it is possible to move towards a new development model, capable of decoupling economic growth from the degradation of natural resources. The Blue bioeconomy is essential in responding to this challenge: it promotes ocean conservation whilst generating wealth and jobs through sustainable solutions based on the use of marine bioresources.