



THE GLOBAL BUSINESS INNOVATION PROGRAMME

USA - Ocean Technology

The Global Business Innovation Programme, organised by Innovate UK and delivered by Innovate UK EDGE, consists of a preparation phase, a 5-day Innovation Visit focused on the USA, a follow-up Exploitation Workshop, and bespoke one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist, helping your business maximise the opportunities identified, including developing innovation projects with partners in the territory.

The Innovation Visit to the ocean tech hub of San Diego, California, includes participation at [Oceanology International Americas](#). This is the must-attend event for those involved in exploring, monitoring, developing, protecting and operating in the world's oceans, from seabed to surface and beyond.

The three-day conference and exhibition features live on-water demos, B2B matchmaking opportunities through pre-arranged 1-2-1 meetings with like-minded American and international businesses, and a programme of social and networking events.

Why San Diego, USA?

In 2016, San Diego established its Blue Economy Incubator to assist in the creation, development and scaling of new water-dependent business ventures on San Diego Bay focusing on sustainable aquaculture and related blue technologies. It's ocean tech industries and related economic activity comprise one of the most unique regional economies in the world with businesses that include aquaculture, research, ocean observation, mining, hydrography and naval activity. The US also offers the ocean community the largest subsea market in the world meaning it is attractive to international businesses looking to get a foothold in this region.

Benefits:

- Explore Ocean Technology opportunities in the USA.
- Gain a better understanding of the challenges and opportunities of doing business in the USA.
- Find potential innovation collaborators and partners and develop your network globally.
- Improve your company value proposition to international partners and investors.

Focus Areas: This initiative is particularly relevant for businesses in the areas of:

- Aquaculture
- Fisheries
- Marine Energy
- Marine Environmental Monitoring
- Marine Net Zero
- Marine Observations
- Marine Robotics
- Marine Transportation
- Ocean Plastics

Key Technologies with marine applications including, but not limited to:

- Alternative Energy
- Aquaculture Systems
- Autonomous Vessels
- Fishery Processes and Management
- Ocean Sensors
- Robotics and Drones
- Vessel Design and Manufacture

KEY DATES:

Applications
Close:
04 December
2022

Pre-Visit
Briefing
Workshop:
11 January
2023

Innovation
Visit:
12 - 18 February
2023

Exploitation
Workshop:
16 May 2023

WHAT TO EXPECT:

Innovate UK's Global Business Innovation Programme helps high-growth innovative UK businesses to explore and exploit the collaboration, innovation and growth opportunities that exist in a specific international market around a particular theme. The programme supports cohorts of up to 15 businesses providing detailed market knowledge, cultural insights and connections and is based around three stages:

- **Prepare for the market:** Pre-activity briefing workshop to build knowledge and understanding of the market and potential opportunities, including how to do business, cultural aspects, how to protect your IP and training on how to improve your pitch and articulate your value proposition.
- **Visiting the market:** Providing opportunities to attend pre-arranged meetings and activities with key organisations and to meet potential partners and collaborators and build relationships. This will include participation at the [Oceanology International Americas Conference and Exhibition](#) and site visits. (5 days of market related activity)
- **Exploiting the opportunity:** Participating companies will benefit from an Exploitation Workshop and bespoke one-to-one support from an Innovate UK EDGE Innovation and Growth Specialist to exploit contacts and knowledge gained during the visit and develop cross border innovation projects to maximise the opportunity.

INNOVATION VISIT ITINERARY (subject to change):

Participants will need to comply with [USA](#) and [UK](#) travel requirements. Should travel not be permitted the programme may be delivered virtually or postponed.

Date	Activity
12 February 2023	Depart UK / Arrive San Diego, California, USA
13 February 2023	Market and Technology Orientation
14 - 16 February 2023	Oceanology International Americas Conference and Exhibition - connecting the global ocean technology, engineering & science community across the Americas
17 February 2023	Site Visits
18 February 2023	Depart USA / Arrive UK

TO APPLY FOR THIS INITIATIVE, YOU MUST:

Be a UK based innovation-led company with ambitions to grow and internationalise

Be a company with fewer than 500 employees

Be able to attend and complete all activities

WHAT IS THE COST?

Innovate UK and Innovate UK EDGE will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the initiative a commitment fee of £500 will be obtained from each company, which will be refunded on completion of the full activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all the commitment fee.

HOW TO APPLY?

The Global Business Innovation Programme has a competitive application process where only the best applications will be successful following an evaluation process. All applications must be made online via the website [HERE](#) and received by midnight on Sunday 04 December 2022. Successful applicants will be notified by 09 December 2022.

Innovate UK is committed to improving the diversity of who we support. As such we welcome applications from those under-represented in the ocean technology sector.

ADDITIONAL INFORMATION & ASSISTANCE:

For more information, assistance with your application or to discuss accessibility needs, please contact Julie Coles at email enquiries8@innovateukedge.ukri.org or call +44 (0) 7974 984766.