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Greentech

ENERGY FOR THE FUTURE

ORGANIC SPIRULINA

Key note speech: financing innovation in the organic sector
with the SME instrument



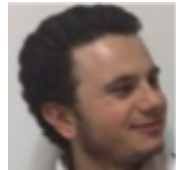
WHO WE ARE

GreenTech Ltd. is an **academic spin-off** by a group of researchers affiliated with the Università Politecnica delle Marche, in Italy.



Matteo Moglie, CEO

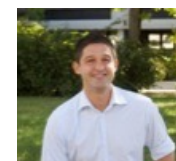
Management



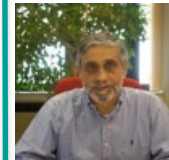
Giulio Santori,
VP



Francesca
Alberti, CFQS



Duilio Guetti,
COO



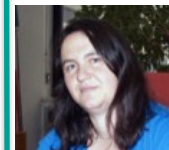
Prof. Fabio Polonara
Renewable energy expert



Prof. Raffaele Zanolì
Marketing and Economic of organic food



Prof. Mario Giordano
Plant Physiology and EcoPhysiology



Prof. Alessandra Norici
Biotechnology use of Algae

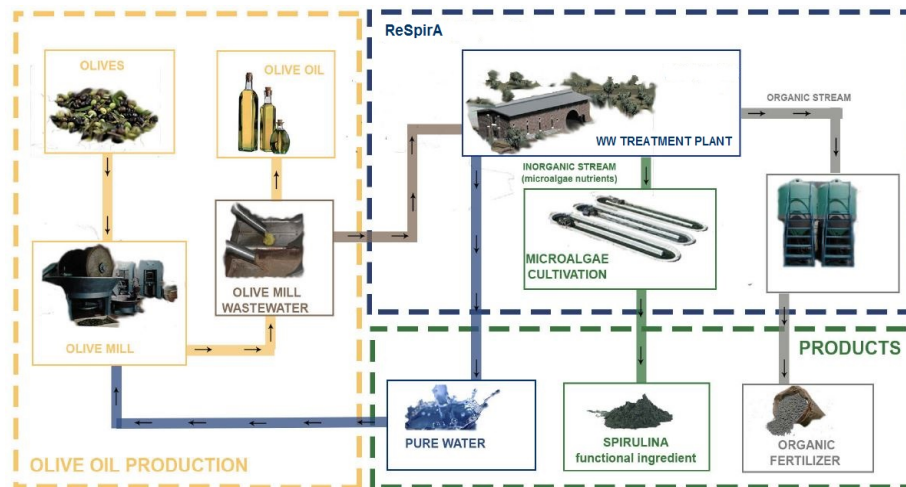


Prof. Francesco Corvaro
Renewable energy expert

Advisory

ReSpirA

Olive oil wastewater Reuse for the production and commercialization of Spirulina Alga



Call: H2020-SMEINST-1-2015

Type of Action: SME-1

Topic: Boosting the potential of small businesses for eco-innovation and a sustainable supply of raw materials by SMEs SC5-20-2015-1

Acronym: ReSpirA

Number: 711725

Duration: 6 months

Start Date: 2015-12-01

EU Contribution: 50.000

Consultant:  CiaoTech PNO Group

The SME Instrument



Phase 1 – Concept & Feasibility Assessment. Idea to Concept

Idea > Business Plan

Grant: € 50,000 in funding and business coaching

Duration: 6 months

Outcome: a feasibility study (technical and commercial)

Phase 2 – Demonstration, Market Replication, R&D. Concept to Market-Maturity

Innovation activities, draft a more developed business plan

Grant: € 0.5 million and € 2,5 million in funding and business coaching

Duration: 1-2 years

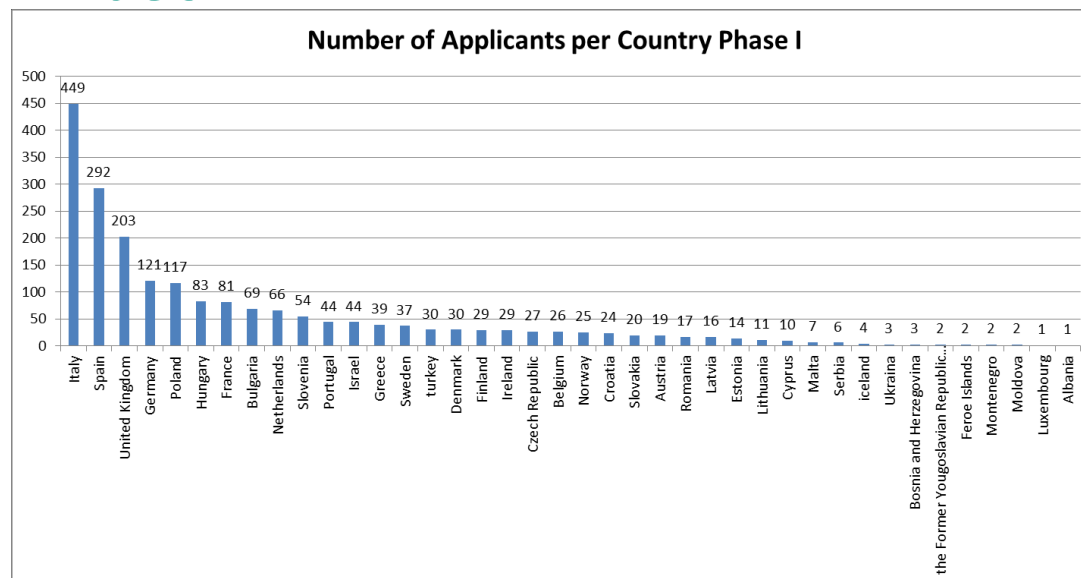
Outcome: a new product, process or service to launch on the market; a business innovation plan with a commercialisation strategy and a financing plan in view of market launch.

Phase 3 – Commercialisation. Prepare for Market launch

Facilitate the commercial exploitation of the innovation activities and access to networking opportunities

Grant: no

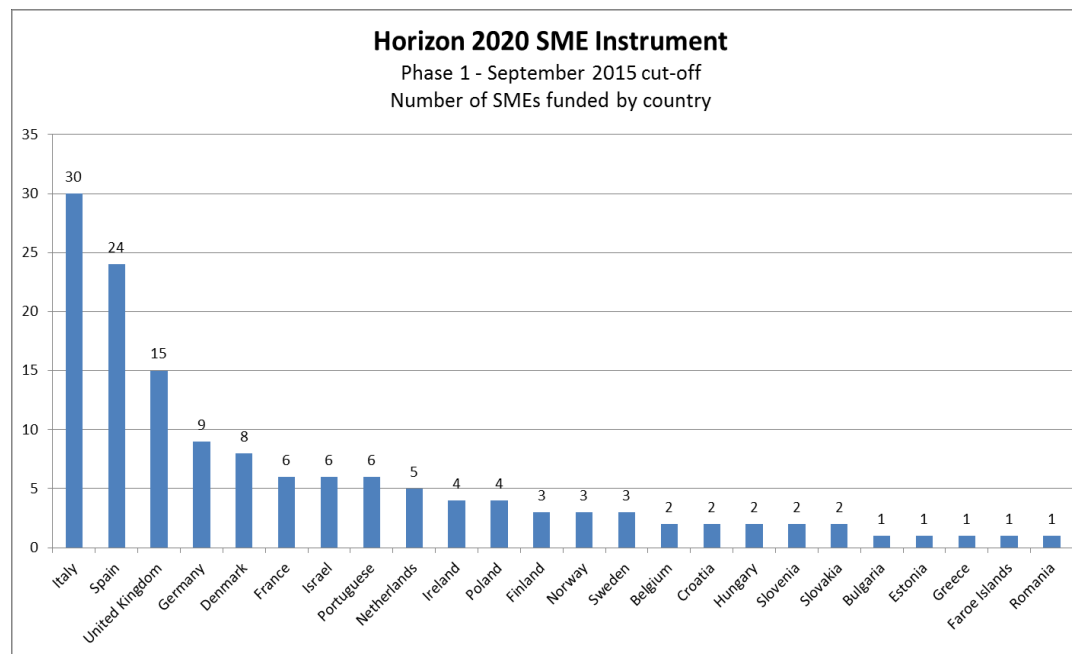
Horizon 2020 SME Instrument: 2,833 new project proposals received in September - 1,873 for Phase 1 and 960 for Phase 2.



The top three countries in terms of number of applicants are:

- **Italy** (449 for Phase 1 and 220 for Phase 2)
- **Spain** (292 for Phase 1 and 152 for Phase 2)
- **United Kingdom** (203 for Phase 1 and 109 for Phase 2)

Phase 1: 17 September 2015 third cut-off



- **141** small SMEs
- **24** countries
- **30 Italian SMEs** beneficiaries followed by firms from Spain (24) and the UK (15).
- **1099 SMEs** have been selected under Phase 1 of the SME Instrument *(since the launch of the programme on 1st January 2014)*

Success Rate: 7.52%

Source: <https://ec.europa.eu/easme/en/news/141-highly-innovative-smes-get-funded-under-phase-1-sme-instrument>

SME Instrument | Frequently Asked Questions

"If I succeed phase 1, will I have more chances to successfully access phase 2?"

ANSWER!

*Proposals from successful phase 1 participants will be scrutinised and evaluated as any other proposal applying to phase 2, **there is no preferential treatment.***

However, successful completion of phase 1 will have allowed you to make the feasibility assessment and elaborate the business plan required for phase 2. Support in phase 1, including coaching, should have helped the project to grow to a stage where a proposal for funding in phase 2 can be well substantiated.



IDEA

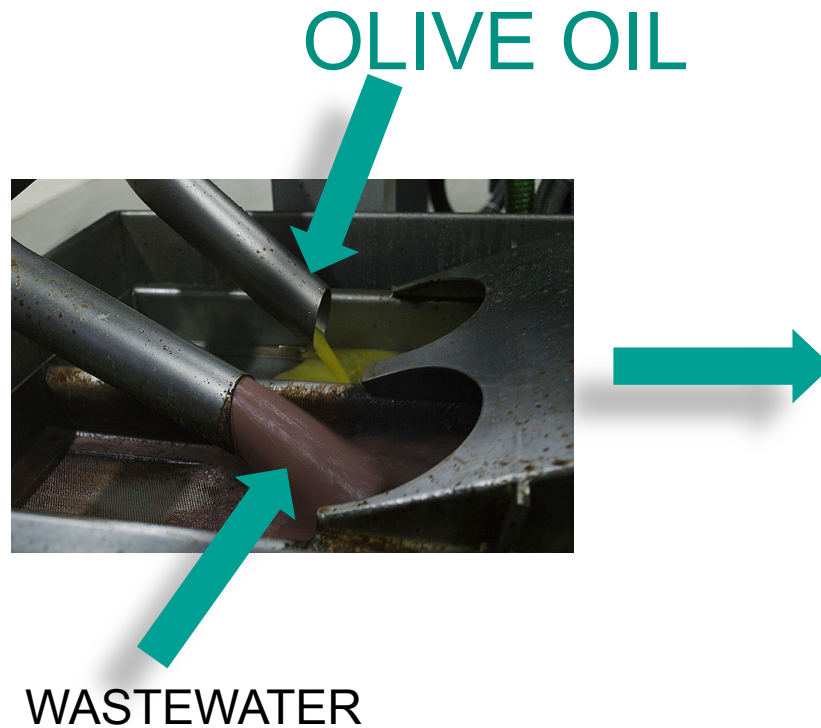
Convert olive oil mill WasteWaters (WWs) into raw materials for the production of enriched Organic Spirulina.

The Greentech process offering both **services** and **products**:

- ✓ The service is addressed to Olive Oil Mills, and it offers the **collection and purification of WWs** resulting from oil production.
- ✓ The product is **Certified Organic Spirulina enriched with polyphenols & produced using natural nitrates & phosphates obtained from WWs.**



BACKGROUND AND PROBLEM

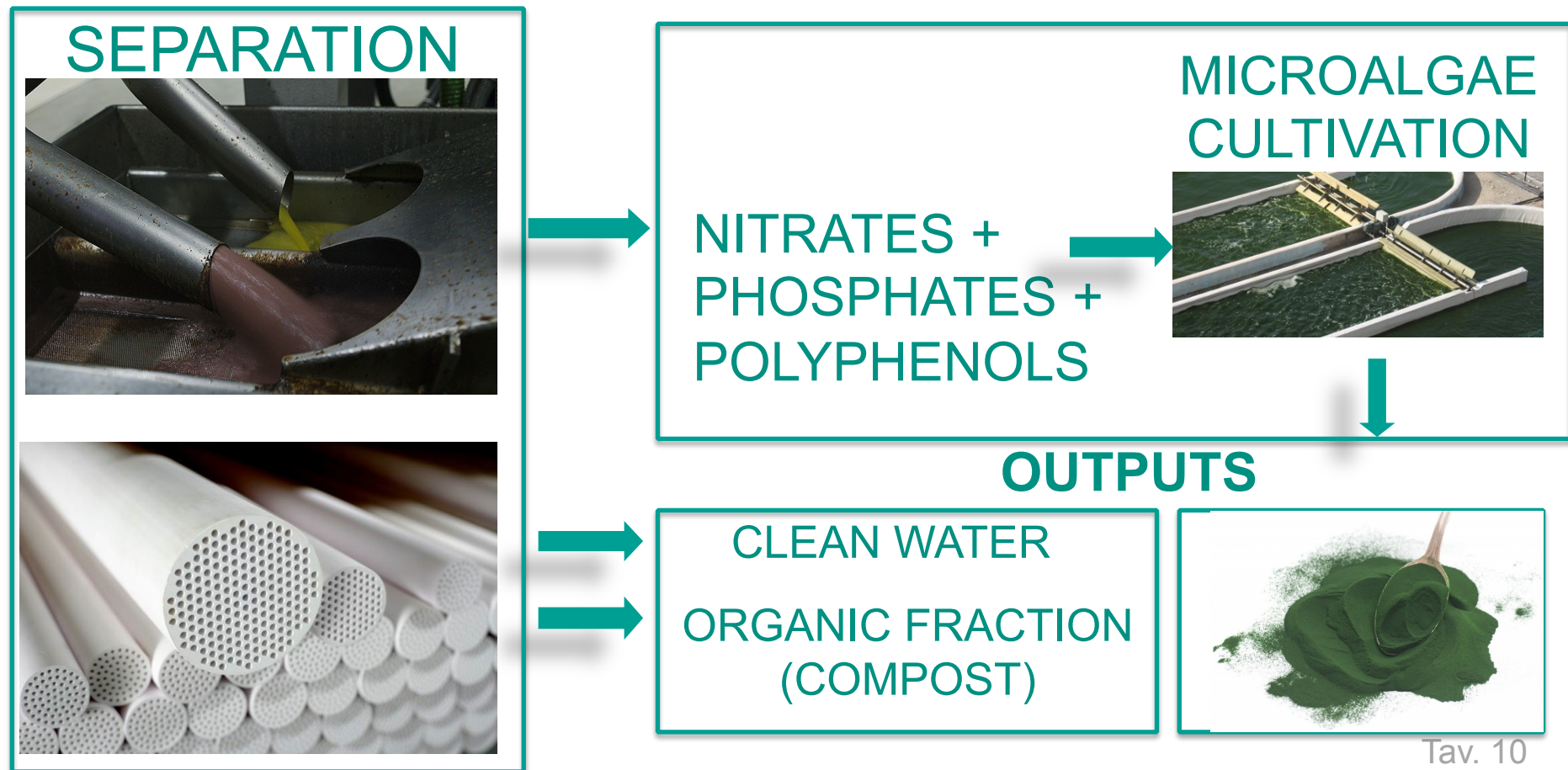


Municipal water treatment - 80 €/m³



Spread on agricultural land - 20 €/m³

MAIN INNOVATION

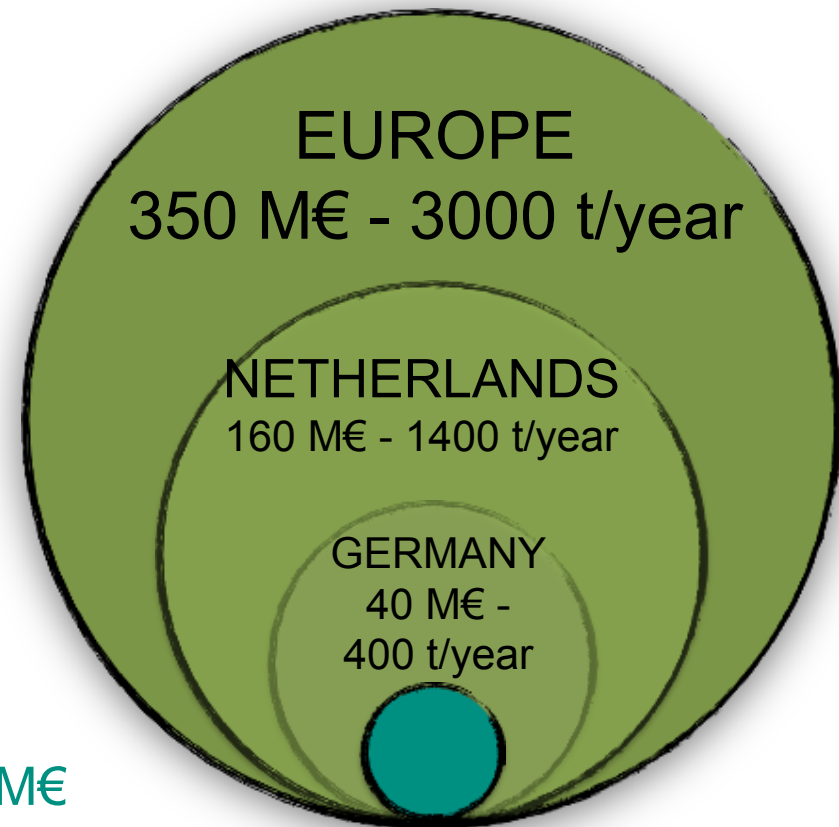
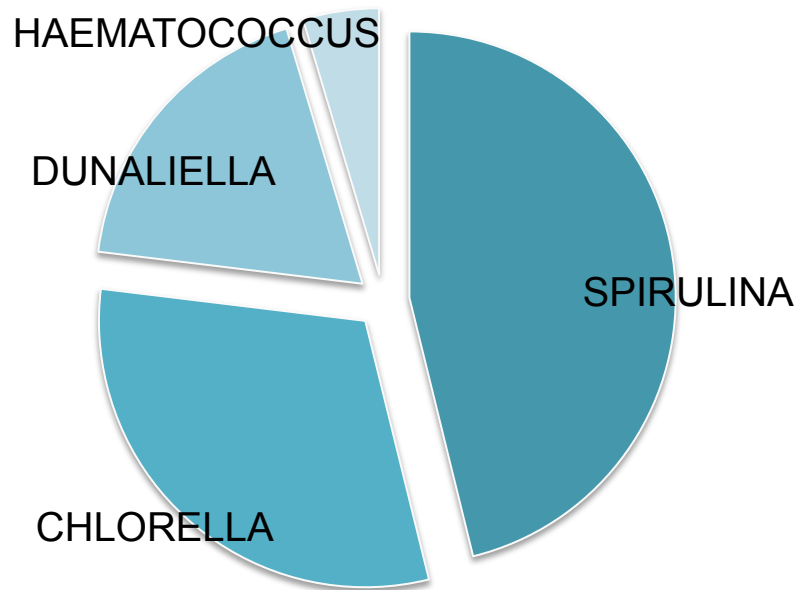


ORGANIC ENRICHED SPIRULINA

- ✓ Certified organic: all inputs from organic olive oil wastewaters + energy
- ✓ Made in Italy
- ✓ New certification standard (CCPB)
- ✓ Highest source of beta-carotene
- ✓ Rich in polyphenols
- ✓ Unique product



ADDRESSABLE MARKET - SPIRULINA

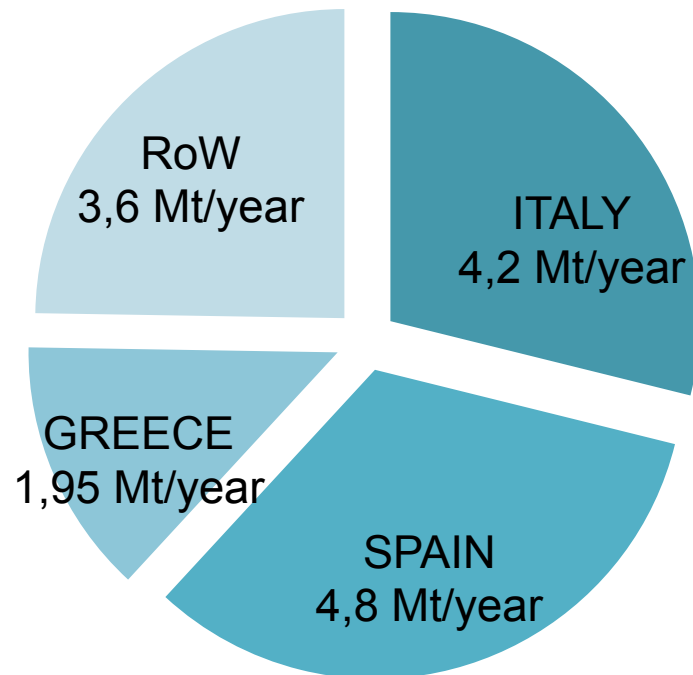


EUROPEAN microalgae MARKET > 755 M€

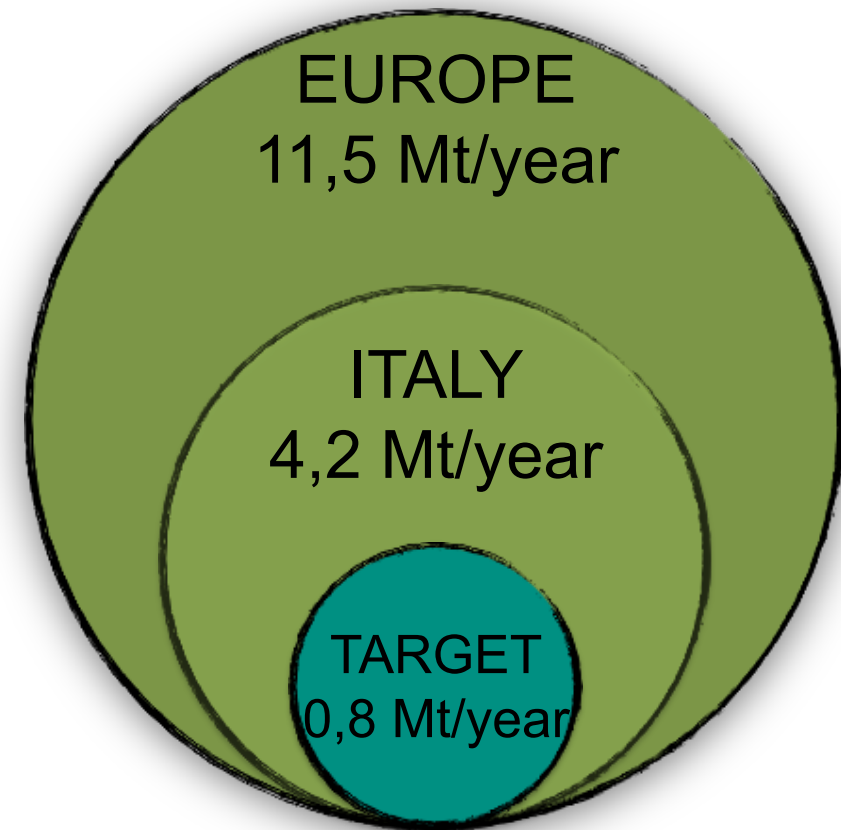
ITALY 2,3 M€ - 20 t/year

European Algae Biomass Organization, Portu

ADDRESSABLE MARKET – OLIVE MILL












WORLD WASTEWATER
PRODUCTION > 15 Mt/year



International olive Council, Market newsletter,
August 2015

COMPETITIVE ADVANTAGES - SPIRULINA

	 greentech <small>ENERGY FOR THE FUTURE</small>	Cyanotech	 FEBICO 遠東生技 <small>Far East Bio-Tec. Co., Ltd</small>
ORGANIC			
NATURAL			
RICH IN POLYPHENOLS			
RAW MATERIALS FROM RENEWABLE SOURCES			

TARGET MARKET

Potential customers are B2B and B2C.

B2B are customer working in the food industry sector (pasta, bread ...), pharmaceutical and the cosmetics industry.

The B2C will be achieved through off-line and on-line channels and traditional shops specialized in selling organic products.



Greentech will create a new brand dedicated to Organic Spirulina products.

Evaluation of proposals

CRITERIA

1. **IMPACT** to demonstrate that the project will generate revenues and create jobs. European or international dimension of the project. Intellectual property.
2. **EXCELLENCE** the product, process or service is «disruptive», change the dynamic of the market, societal challenge.
3. **QUALITY AND EFFICIENCY OF THE IMPLEMENTATION** you can make it! Technical competence and commercial competence. Credibility of the team and work plan. Time frame realistic.

EVALUATION CRITERIA

Total score: (Threshold: 13)

CRITERION 1 – IMPACT

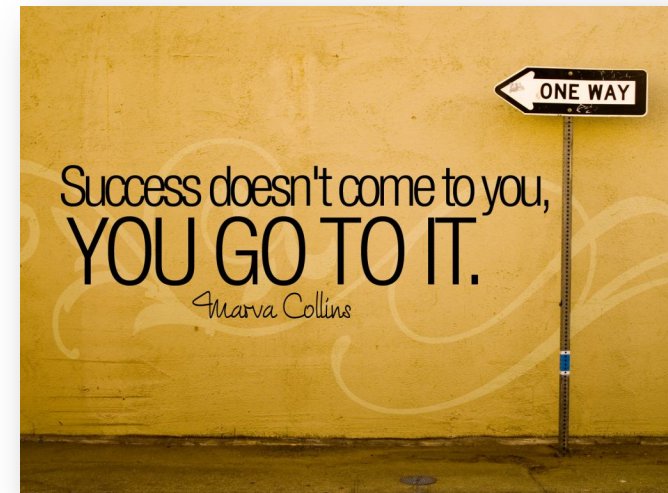
(Threshold: 4/5.00, Weight: 100%)

CRITERION 2 – EXCELLENCE

(Threshold: 4/5,00, Weight: 100%)

CRITERION 3 – QUALITY AND EFFICIENCY OF IMPLEMENTATION

(Threshold: 4/5.00, Weight: 100%)





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GreenTech s.r.l.

Sede legale

Via Breccie Bianche
60130 Ancona - IT

P.IVA / C.F. 02585190420

M +39 329 8135899

F +39 071 2204770

info@greentechsrl.com

www.greentechsrl.com

