

A'PELAGO

Reclaiming the sea through science-based
business initiatives



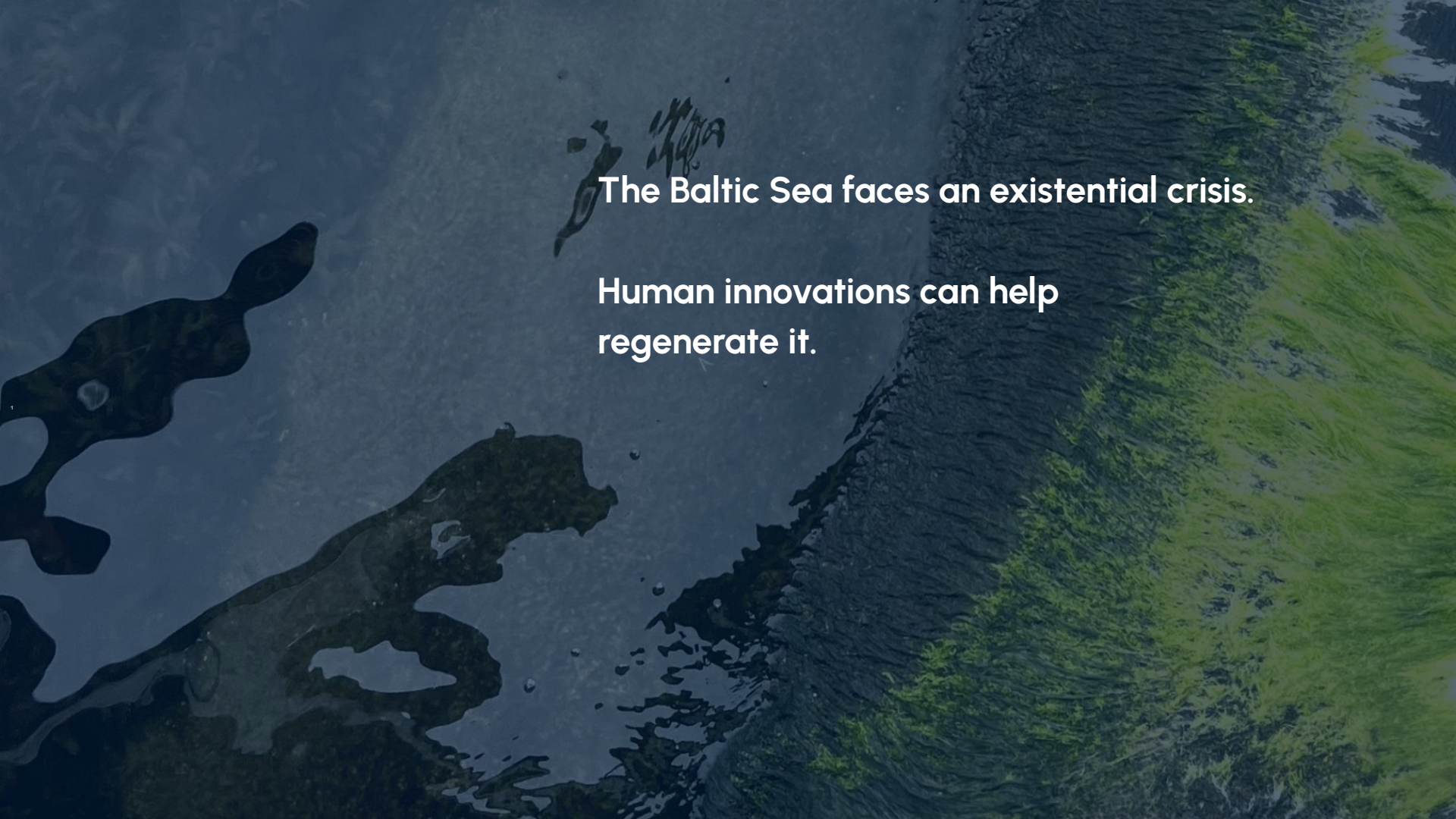
Naantali*



■ LUKANDER RUOHOLA HTO

Supported by:





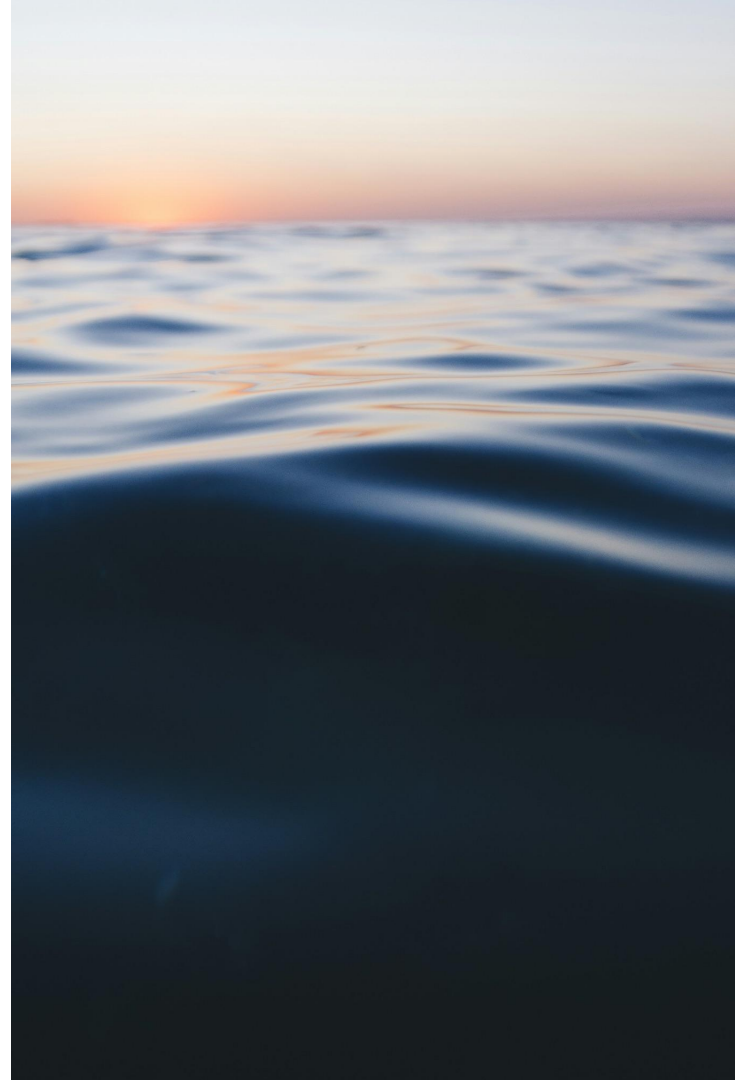
The Baltic Sea faces an existential crisis.


**Human innovations can help
regenerate it.**

The blue innovation opportunity

As society faces worsening challenges of water, food and energy scarcity, the **sea and its resources** present **vast opportunities to understand the value of nature and also create solutions for sustainable development.**

(ie. High-Level Panel for a Sustainable Ocean Economy)



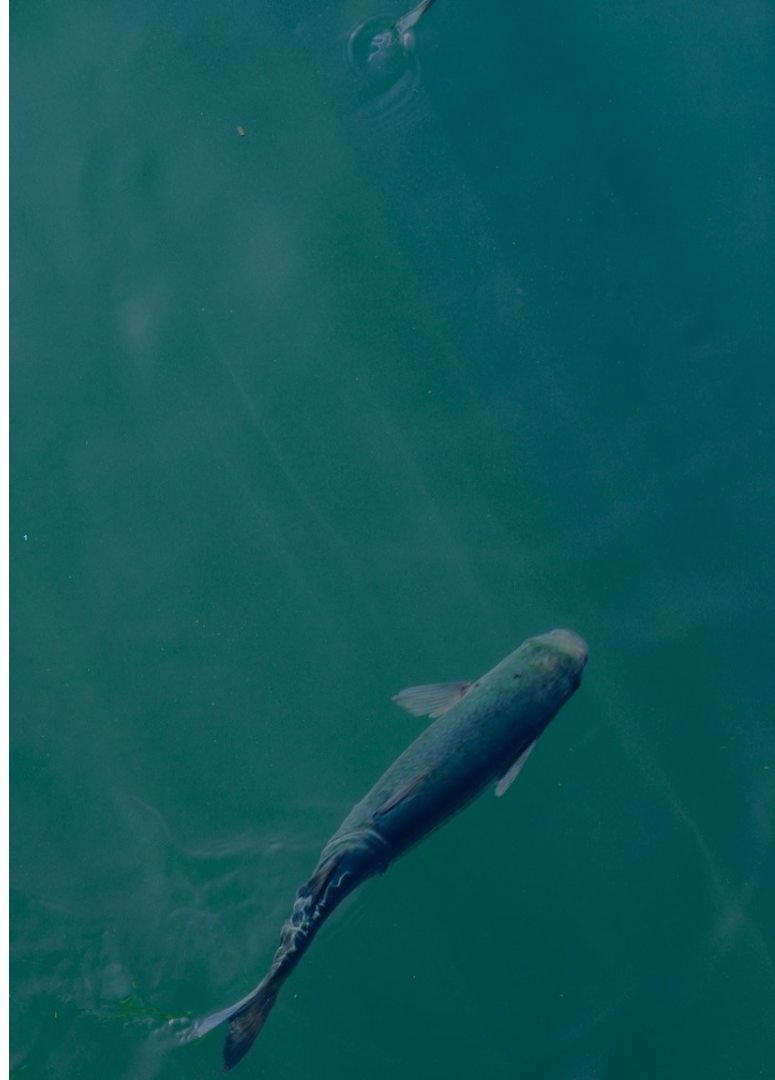
An underwater photograph showing several fish swimming in clear, greenish water. The fish are of various species, including what appear to be salmonids and a striped bass. They are swimming in different directions, some towards the camera and others away. The water is very clear, and the lighting is natural, creating a serene and somewhat somber atmosphere.

Innovation and collaboration are required to harness relevant knowledge and to unlock the vast potential of sustainable and profitable opportunities to help the Baltic Sea.

(ie.Gunter 2019, Pauli 2021.)

Why?

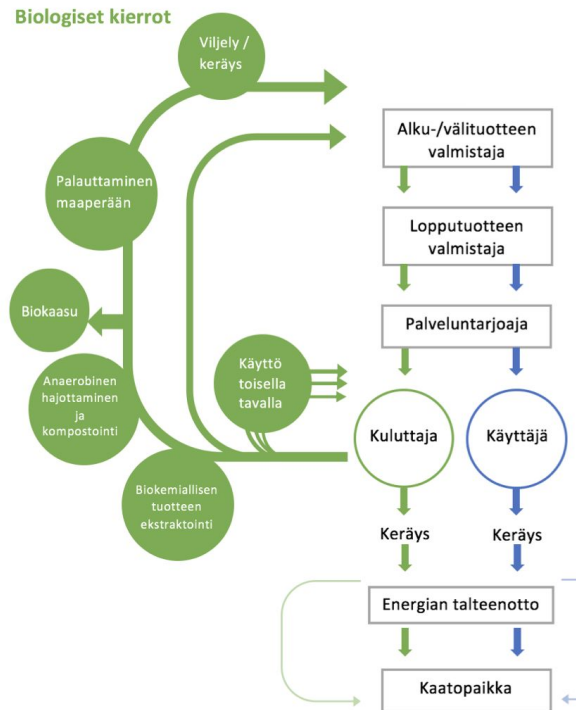
- To ensure sea can save itself.
- Accelerate industry transitions
- Lower costs and tackle barriers
- To create win-win opportunities for growth, restoration, development



A salt pulse of support: How to create sustainable innovations?

- Quality Nordic research
- Free education of how to innovate ways to use sea resources wisely ie. circular design
- Models on how to get customers to use new disruptive solutions
- Developing sea solution impact measurement and impact performance tracing frameworks.

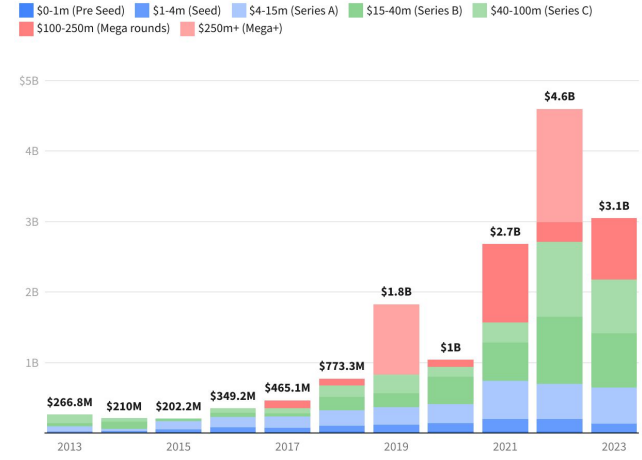
When we create an innovation,
It's better aim to be maximally positive to the sea and society.
'No-harm' innovations are not enough. Over-exploitation risk.



A salt pulse of support: How to create sustainable innovations profitable?

- Ecosystems are here to help
 - As of May 2024, The Liquid Grid estimates there are 180 Blue Economy Supporting Organisations. A great growth considering most of these organisations were not operational before 2018.
- 10x increase in blue economy investment between 2015-2023 (HubAzul&Katapult 2024)

Blue Economy VC funding globally



Source: Dealroom.co



Source: Dealroom.co, Hub Azul

Which route we take from here?

Great support for innovation is here.

BUT

Where are the innovations?

Not enough people are doing the innovation work?

or

Only few innovations ever get to the scaling phase and to the stage, where the innovation pays back and drives forward systemic change?

...There's not that much impact, if there is no money. So, how do we get over recognized barriers?



An introduction to A'PELAGO

Founded in 2022 in the Finnish Archipelago,
A'Pelago supports businesses reclaiming the sea
through science-based solutions



A'Pelago at glance

Since launching, A'Pelago has grown to be a thriving facilitator of an ecosystem of experts and business solutions helping to regenerate the sea, championing in business innovation support.

OBJECTIVES:

1 Raise awareness -

by offering remote work spaces and tailored events in the Finnish Archipelago.

2 Stimulate collaboration -

arranging two business event annually about sea region positive business solutions

3 Foster innovation, scaling and financing for Sea Region positive business -

facilitating an Business Accelerator Program yearly



YEAR
2024

256

all time 416
attendees at 2024
Initiative & Winter
Camp events

10

strategically
supported startups
in Accelerator program
pilot in spring 2024

3

new companies
brought forward via
Accelerator program
pilot in 2024

3 (1 FTE)

A'Pelago team
members:
Timo Ketonen
Patrik Anckar
Alina Sippolainen



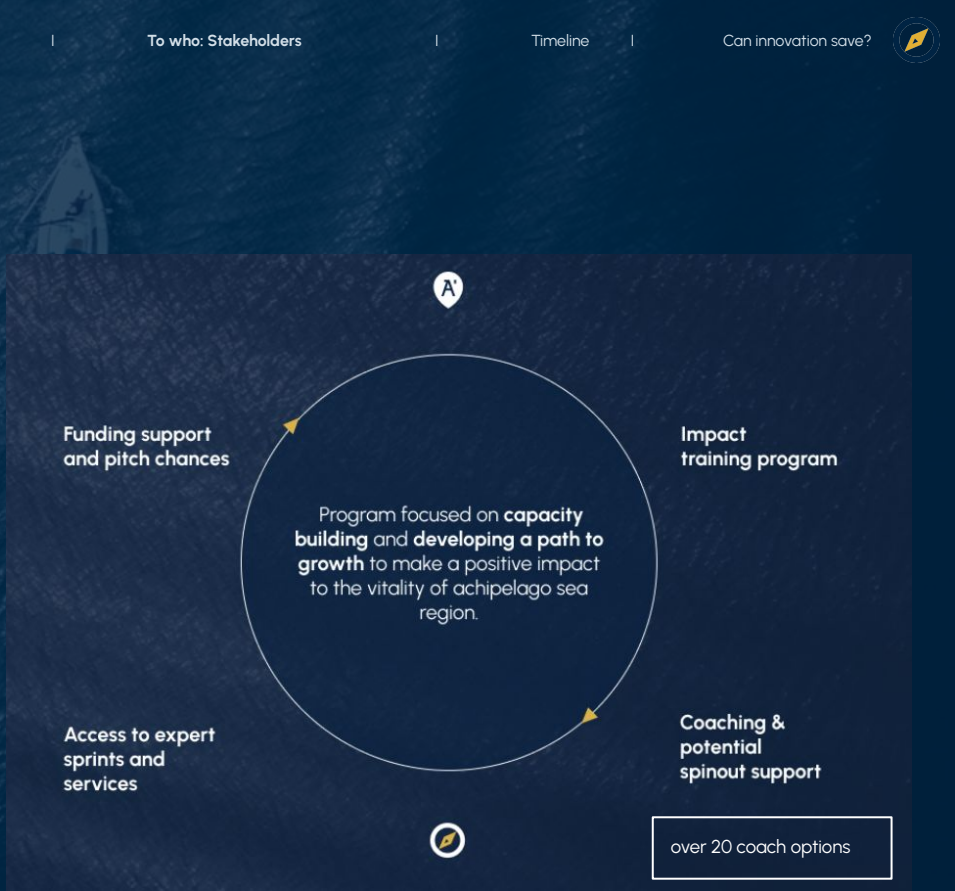
A'Pelago Accelerator

PURPOSE: Accelerator purpose is to support sustainable sea region positive startups from idea to impactful business.

METHOD: 5 month Accelerator Program starting Jan 2025

- 5 whole-day workshops on ie. sustainable business development, product-market fit, branding, financing and pitching
- 4 two-hour execution support sprint sessions offered by A'Pelago partners
- 3 personal coaching sessions and matching to research support
- Access to buy additional innovation services
- Chance to pitch to investors at A'Pelago Initiative 2025

PRICE: €3000, no investment.





A'Pelago Accelerator: To who

STAKEHOLDERS:

Startups - The program is dedicated to sea region positive¹ startups or idea level business solutions (ie. aquaculture, blue biotech...)

Experts, Companies & other - A'Pelago is excited to partner with organizations that are committed to advance sea region positive innovation. Reach us out to explore collaboration opportunities.

Open-Call for startups now open at: apelago.fi/accelerator

Willing to join the program as an research or business coach?

Email alina@apeago.fi

Alignment to Challenges

Service or product strengthens vitality of archipelago sea region or addresses an UN Ocean Decade Challenge

Scientifically justified

Rooted to deep science or committed to improve and create positive impact according to advices of science

Location

Operations are or can at least partly be tested at the Finnish Archipelago Sea Region .

Commerciality

A long term ambition to be financially viable and scalable

Not sure of qualification? Let's discuss!

¹ Sea region positive business initiatives refers to actions aligned to [A'Pelago Sea Region Solution Taxonomy](#), developed in-collaboration with 1000OS and A'Pelago scientific partners. Taxonomy is reviewed yearly.



A'Pelago Accelerator: Timeline

Now
Open Call Period

Deadline for startups and experts End of December 2024.

Applications via apelago.fi.
More information alina@apeleago.fi

January 2025
Evaluation Interviews

Feb-Aug 2025
Accelerator Program

Program Kickoff in February

Pitch Day at A'Pelago Initiative, August 2025

September 2025
Program Exit

Founder's Day & Impact Data Reports



Lingering back to question

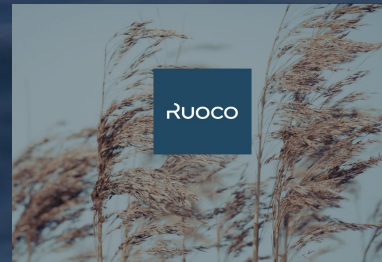
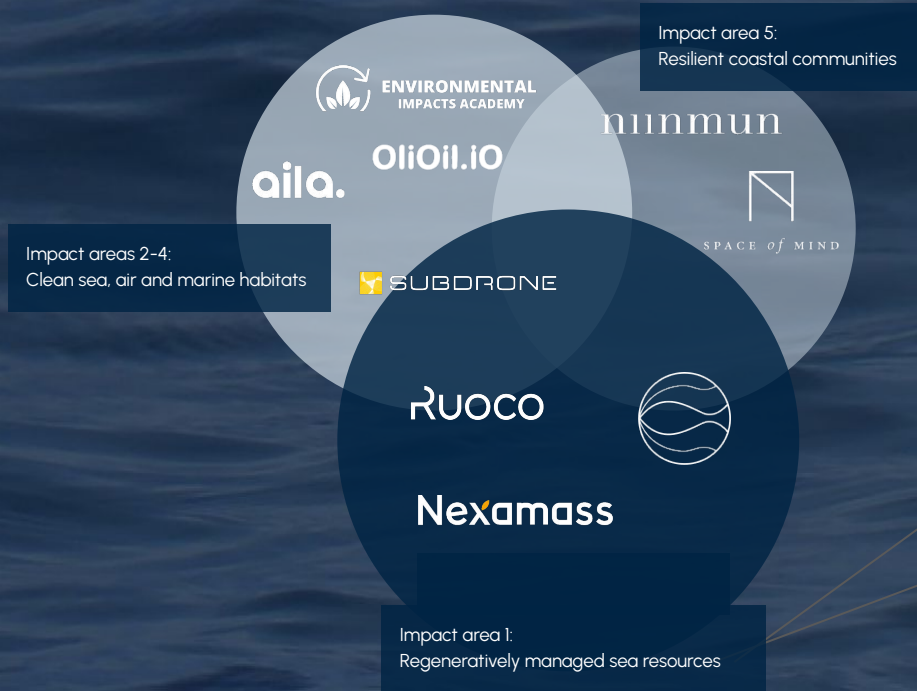
Can innovation save the Baltic Sea?

Blue innovations are having impact on the Baltic Sea today.





Two Accelerator Pilot Program 2024 companies are working in baltic reed innovation field



Developing Biodegradable pots for horticulture from reed



Developing a Solution to connect harvesters, producers, and biomass buyers

Thank you!

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