

# The Seaweed Industry An Investor's Perspective

By Jason Mitchell



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MAKING STRATEGIC INVESTMENTS TO HELP SEAWEED REACH ITS FULL POTENTIAL



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# AGENDA



1

**Our view on the industry**

2

**Investing to scale**

3

**Our approach**



# SEAWEED'S PROMISE

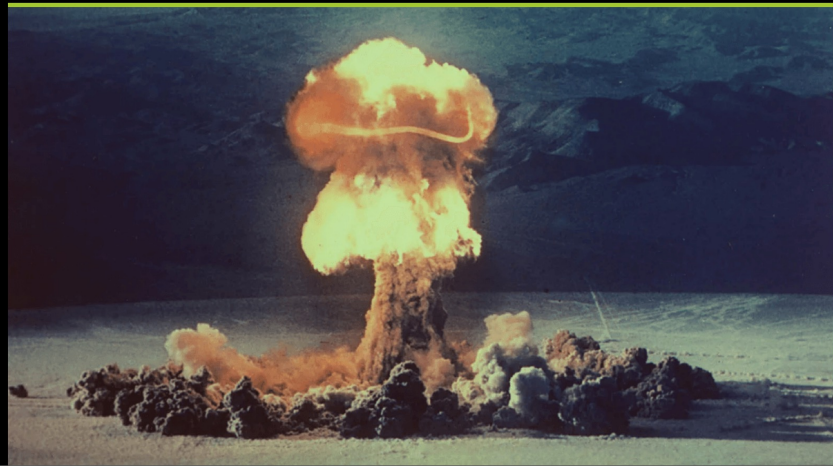
Understanding the potential while navigating the realities of scaling

Wed, 31 Jan 2024 15:02:29

## Hope You Like Seaweed, Because We'll All Be Eating It After Nuclear War (If You Survive)

In the event of a nuclear winter, seaweed could provide surviving humans with a much-needed food source.

Tom Hale



PODCAST

## Seaweed: The Miracle Macroalgae with Major Economic and Environmental Value

September 27, 2023

Discover the versatility of seaweed and the contributions of seaweed farming—or seaweed aquaculture—to working waterfronts and environmental sustainability.

Dive In with NOAA Fisheries | Alaska, New England/Mid-Atlantic, National

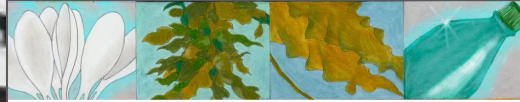


ILLUSTRATION: CORY FEDER

CLIVE THOMPSON THE BIG STORY AUG 1, 2024 6:00 AM

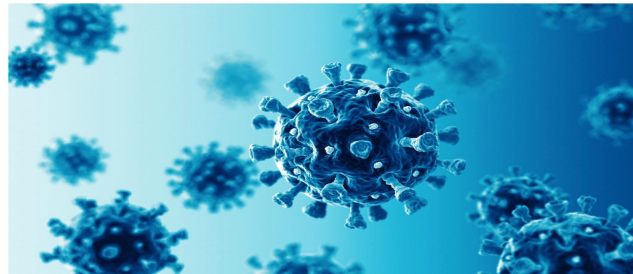
## The Cure for Disposable Plastic Crap Is Here—and It's Loony

Stretchy seaweed, reverse vending machines, QR-coded take-out boxes: They're how we can break society's absurd addiction to single-use plastics.

## Seaweed Extract Outperforms Remdesivir in Blocking COVID-19 Virus in Cell Studies

BY RENSSELAER POLYTECHNIC INSTITUTE — JULY 27, 2020 1 COMMENT 5 MINS READ

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## UNH study shows feeding seaweed to dairy cows reduces methane by nearly 14%

A new UNH study shows that a change in diet may reduce methane production.

BY MEG QUERY APR 7, 2024

6.17.2024 | IMPACT

## Why this former oil executive is growing giant kelp forests in Africa

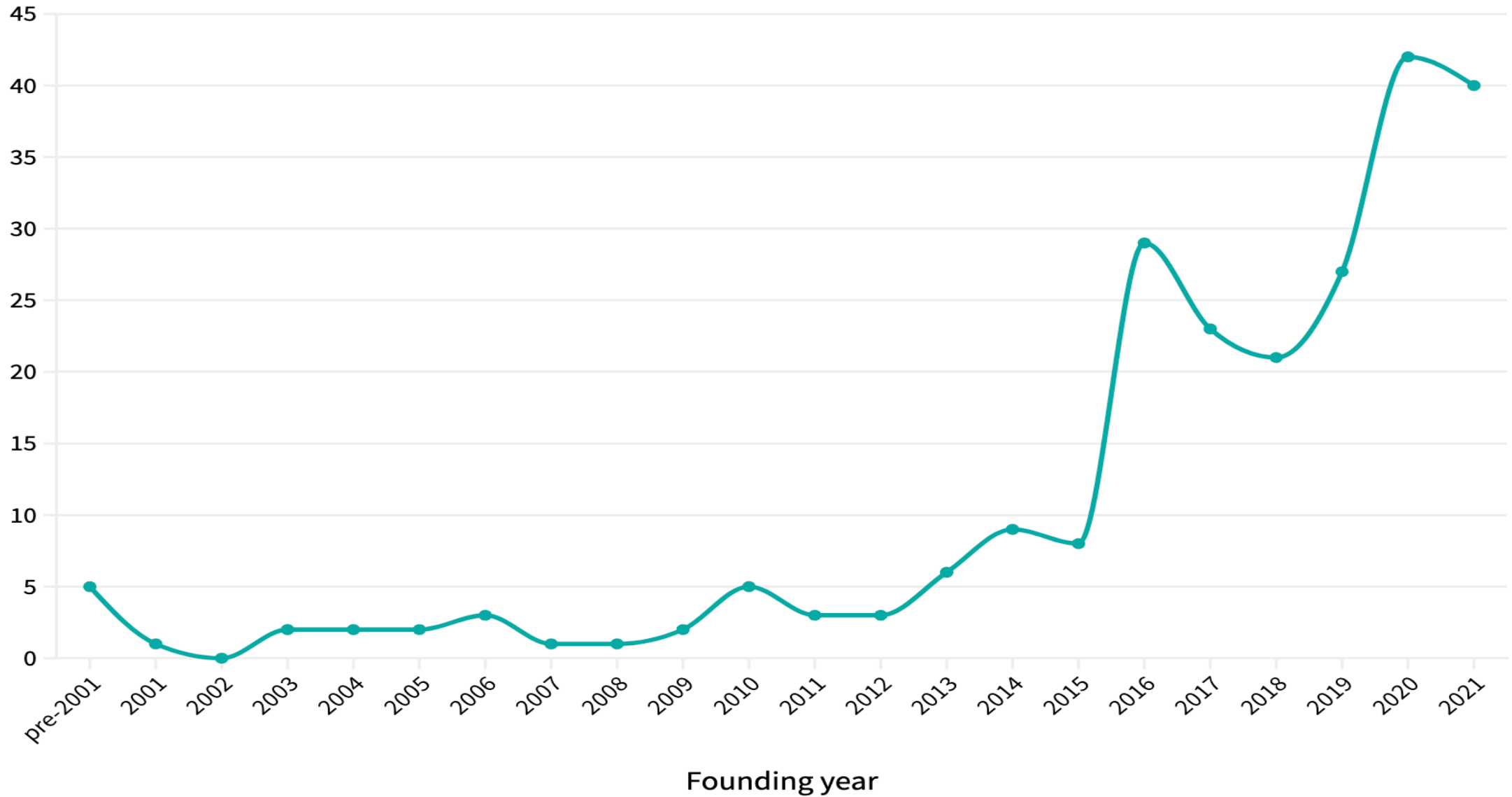
Kelp Blue is investing in growing kelp in Namibia to grow an ingredient that can help farmers and make an alternative leather.

The New York Times

## Seaweed Is Having Its Moment in the Sun

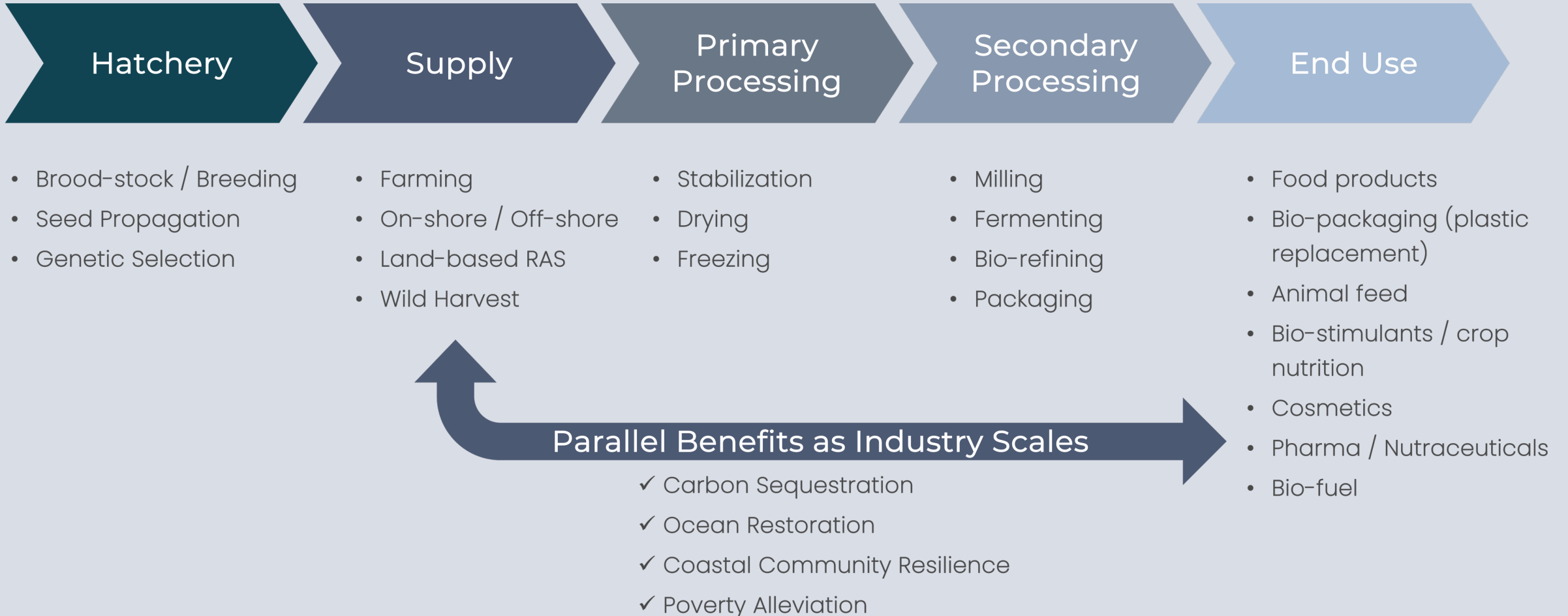
It's being reimagined as a plastic substitute, even as cattle feed. But can seaweed thrive in a warming world?

# STARTUPS BY FOUNDING YEAR



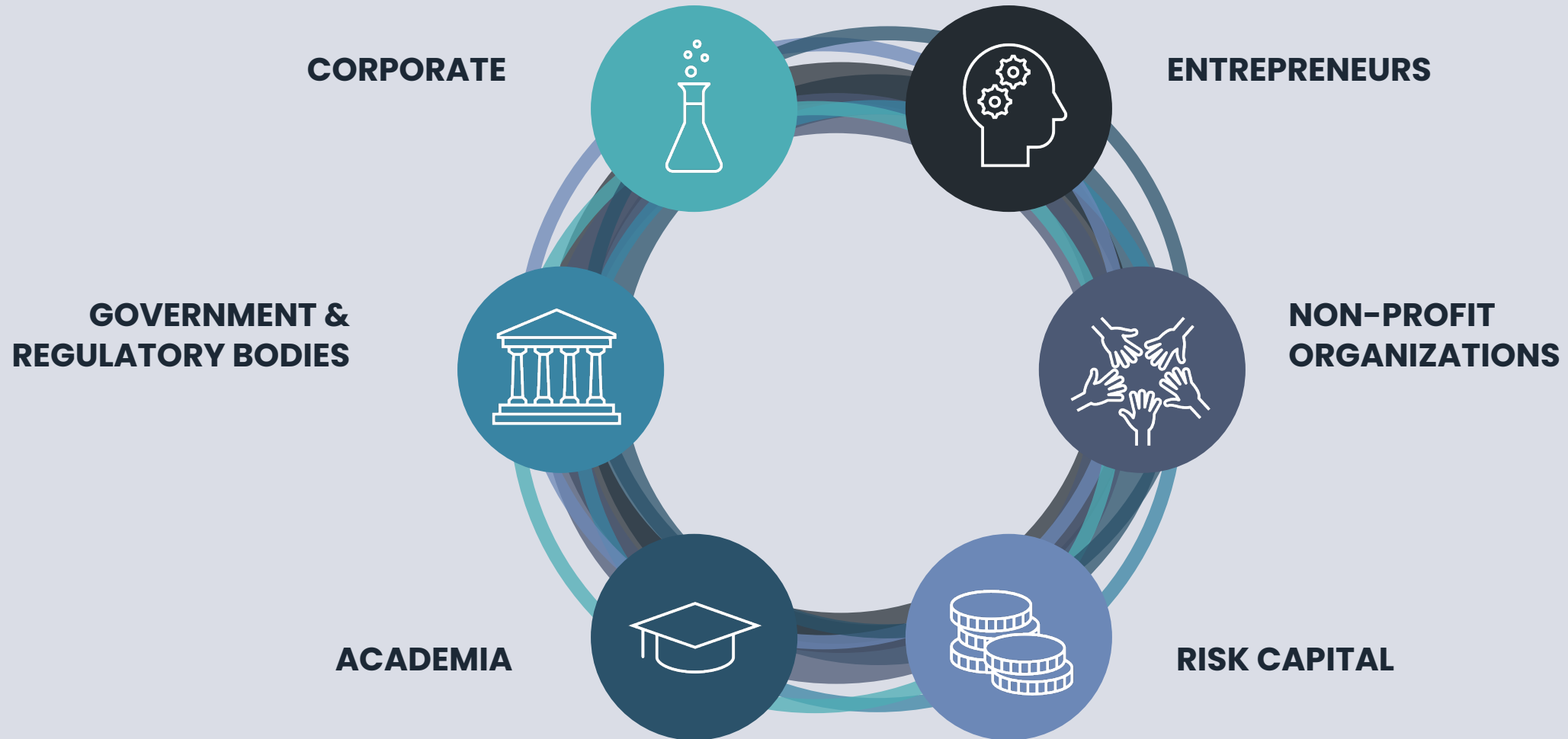
# THE VALUE CHAIN

The seaweed value chain is complex with decentralized production, limited infrastructure, and diverse market applications.



# COLLABORATIVE GROWTH NETWORK

Engage industry stakeholders to build a supportive ecosystem



# INVESTING TO SCALE

Aligning capital with the industry's growth stage and long-term potential



Performance-driven investments



Balance market creation vs. supply readiness



Long-term horizon



Leverage co-investment opportunities



Risk management



Aligned and forward-thinking investors



# OUR APPROACH

A structured framework for evaluating and executing investments



**THE TEAM** | We look for a focused leadership team with a proven ability to execute and lead the company toward long-term success.



**THE PLAN** | We seek a well-defined strategy with clear market opportunity, scalability, and effective risk management.



**THE DEAL** | We prioritize investment terms that align with both our investment thesis and long-term value creation.



**Get in touch!**

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