



Project co-financed by the European  
Regional Development Fund

Promoting innovative nEtworks and cLusters for mArine renewable energy  
synerGies in mediterranean cOasts and iSlands

Call for expression of Interest\_ Investor Ready  
Business Plans

# Context of the call

This call for Expression of Interest is launched and supported by the PELAGOS Consortium and co-financed by the Interreg Mediterranean Program.

It is addressed to Small and Medium Enterprises, members of one of the PELAGOS Hubs.

It targets the delivery of coaching and mentoring services to selected SMES to co-construct their investment plan.

## PELAGOS at a glance

PELAGOS aims to establish a transnational Mediterranean Cluster in Blue Energy (BE) to accelerate the development of BE sector in Mediterranean coastal, insular and marine regions.

PELAGOS will facilitate the deployment of targeted solutions and products tailored to Mediterranean profile.

PELAGOS will coordinate the offering of a consolidated mix of support activities to all relevant stakeholders in BE value chain by bridging push and pull innovation activities and securing social acceptance.

PELAGOS will design and build a Mediterranean Innovative Cluster by connecting Regions and key actors of the BE value chain such as technology and service providers, large enterprises, power distributors, financial operators, policy makers, NGOs and of course citizens.

## What is the service offered?

The aim of the service is to support SMEs to elaborate their Investor Ready Business Plan on Blue Energy and be prepared for a potential pitching with investor to access to potential funding.

An Investor Ready Business Plan is a document suitably prepared in order to clearly answer the unique concerns of an investor (Venture capitalists and angel investors) demonstrating that the Business is ready to implement the idea and the business goals and objectives for the specific project that look for funding are clear.

In addition coaching and mentoring services will be delivered (e.g.: webinars with experts in investment in innovation)

## Eligibility criteria

- Be a SME according to the [European definition](#);
- Be a member of a national hub within PELAGOS;

## Evaluation criteria

- **SECTOR:** The technology is in the priorities in one of the fields of Blue energy with application in the Mediterranean context;
- **MARKET PENETRATION:** a time to market shorter than 5 years from the beginning of the project;

- **MATURITY TO SCALE UP:** the capacity of the company to grow (internally and externally);
- **DURATION:** maximum project duration of 3 years;
- **TRL level:** Technology Readiness Level (TRL)> 4, meaning that the majority of the functionality of the system and/or its components has already been proven at least at laboratory level (proof of concept);
- **INVESTOR GOALS:** Compliance with investor's goals;
- **BUSINESS PLAN:** In terms of a clear definition of the i) problem need, ii) solution, iii) target market, iv) competition, v)added value.

## How to apply

Fill in the application form and send it before the **10th September at 10:00am** to **[celiamurcia@ctnaval.com](mailto:celiamurcia@ctnaval.com)**



**What is the time to market considered**

- 1 to 3 years       3 to 5 years       More than 5 years

**What is the the technology readiness level of your products/services/technologies?**

- TRL 1 Basic principles observed  
 TRL 2 Technology concept formulated  
 TRL 3 Experimental proof of concept  
 TRL 4 Technology validated in lab  
 TRL 5 Technology validated in the relevant environment  
 TRL 6 Technology demonstrated in the relevant environment  
 TRL 7 System prototype demonstration in operational environment  
 TRL 8 System complete and qualified  
 TRL 9 Actual system proven in operational environment

**What is your market readiness level (MRL)?**

- MRL 1 Unsatisfied needs have been identified  
 MRL 2 Identification of the potential business opportunities  
 MRL 3 System analysis and general environment analysed  
 MRL 4 Market research  
 MRL 5 Target defined  
 MRL 6 Industry analysis  
 MRL 7 Competitors analysis and positioning  
 MRL 8 Value proposition defined  
 MRL 9 Product/service defined  
 MRL 10 Business model defined coherently