



# DELIVERING AN EFFECTIVE INVESTOR PITCH ON OCEAN MULTI-USE SOLUTIONS: AN ESSENTIAL GUIDE

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## INTRODUCTION:

When presenting a multi-use solution to potential stakeholders and investors, a captivating pitch that resonates with their unique interests is needed.

This guideline outlines key findings on effective pitching, highlighting its relevance in conveying the value proposition of the multi-use solution.

## STEP BY STEP GUIDELINE

**1**

### EFFECTIVE PRESENTATION TECHNIQUES:

Make a lasting impact with a fast, engaging, and well-structured pitch. Utilize concise, clear sentences, maintaining an energetic tone and pace. Summarize the concept in easy-to-understand points and use visual aids or demos to enhance comprehension. Emphasize the value proposition, focusing on the benefits for the audience. Respect allocated time and start strong to capture attention, encouraging active participation and follow-up actions.

**2**

### TAILORING THE STORY TO THE MULTIDISCIPLINARY AUDIENCE:

Ocean multi-use solutions are inherently multidisciplinary, bringing together different sectors such as offshore wind and aquaculture in a shared offshore platform. As a result, effectively presenting these solutions requires **adapting the terminology and language to ensure clarity and understanding for both sectors in the audience**. It is important to acknowledge the diverse backgrounds and expertise of the stakeholders and bridge the language gap, enabling effective comprehension among stakeholders from various sectors.

**3**

### LEVERAGING THE POWER OF EXAMPLES IN AN INNOVATIVE LANDSCAPE:

In the absence of a traditional track record on ocean multi-use, **draw on successes from involved industries or land-based projects to showcase the multi-use scenario's potential**. Instill confidence and credibility through compelling parallels.



## 4

**PIONEERING SUSTAINABILITY AND SPACE EFFICIENCY:**

Go beyond economic gains; **emphasize the multi-use scenario's contribution to sustainability and efficient use of sea space.** Present its positive environmental and societal impacts, appealing to stakeholders seeking responsible investments.

## 5

**UNITING STAKEHOLDERS WITH A SINGULAR VISION:**

Craft a cohesive narrative, uniting stakeholders under the shared vision of the multi-use scenario. **Mission, vision, and core values become guiding beacons that foster alignment and purpose.**

## 6

**DEMONSTRATING RESILIENCE AND ADAPTABILITY:**

Address inherent challenges with resilience and a robust strategy. **Showcase adaptability**, instilling confidence in the project's ability to navigate uncertainties and evolve. In the context of pitching an offshore wind farm project, resilience reflects its ability to withstand harsh weather conditions and unforeseen challenges in the open sea, while adaptability showcases its capacity to leverage technological advancements and adapt strategies to optimize energy production. For example, the wind farm's use of robust turbine designs and weather-resistant materials demonstrates its resilience against strong storms and turbulent conditions, while its ability to implement flexible energy storage solutions exhibits adaptability in managing fluctuations in energy demand and supply.

## 7

**VISUAL STORYTELLING AND INTERACTIVE ENGAGEMENT:**

Immerse the audience with dynamic visual storytelling and interactive elements. Utilize visual aids and encourage participation for active engagement and follow-up actions. Given that multi-use is a relatively new concept, it can be challenging for the audience to visualize and comprehend it solely through verbal descriptions. Therefore, the use of visuals, such as pictures and videos, becomes crucial in helping the audience imagine and grasp the essence of multi-use and thus bridge the gap between the abstract concept and the audience's understanding of how multi-use looks and functions in practice.

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