**Creating products and knowledge
for the Mediterranean**

ODYSSEA IMPACT AND FUTURE

ODYSSEA Final Conference 2021, Zoom

Agora Partners

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Introduction

What is next?

- Finished 4.5 years of intensive work
  - Set Up Model Observatories
  - Developed Marinomica brand, products and services
  - Capacity-building around the Mediterranean
  - Contribution to policy-making
- Next steps?

The Innovation Cycle

ODYSSEA addressed the complete research-development-innovation cycle and obstacles remaining for industrial applications

- Continuous cycle of research, product development, and commercialization
    - Addressing demand and creating new demand
- Entrepreneurship (need to take decisions based on lessons learnt)
- Translating knowledge into value

The Innovation Cycle Steps

ODYSSEA

➢Idea generation   *Proposal*

➢Idea evaluation and selection   *Grant Agreement*

➢Concept development and testing   *User engagement*

➢Prototype   *Components services*

➢General market and business analysis *User engagement*

➢Product development in detail   *The platform and services*

Next Steps

➢Real market testing with system prototype *Demos*

➢Strategic decisions and formal plan *Management*

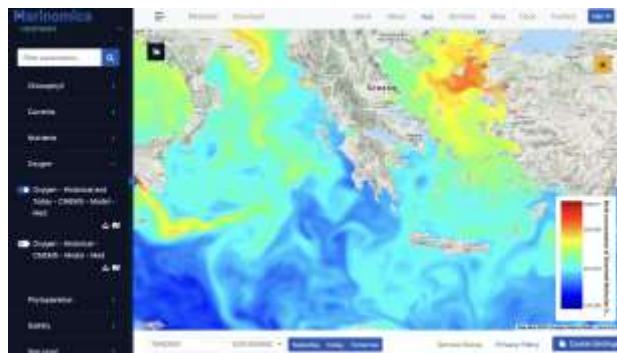➢Commercialization   *Implementation*

Complete research-development-innovation cycle

- Excellent Science

- Key Enabling Technologies

- Competitive Industry

- Better Policy

- Better Society

Marinomica is an online platform that transforms generated marine and coastal data into valuable information used by industry, society and government to support blue economy, manage nature-based challenges and improve profitability

The Opportunity

ODYSSEA providing tools and infrastructure

- Blue Growth
  - Decade of the Ocean
  - Green Deal
  - EU Mission - Restore our Ocean and Waters
- Europe fit for the Digital Age
  - Turn Europe into the global hub for trustworthy AI
- Environmental impacts are translated into economic impact
- Key Enabling Technology
  - ILIAD (Digital Twin of the Ocean)
  - EcoScope (Fisheries Management)
  - Additional regional observation projects

Tools and infrastructure to be used to create value
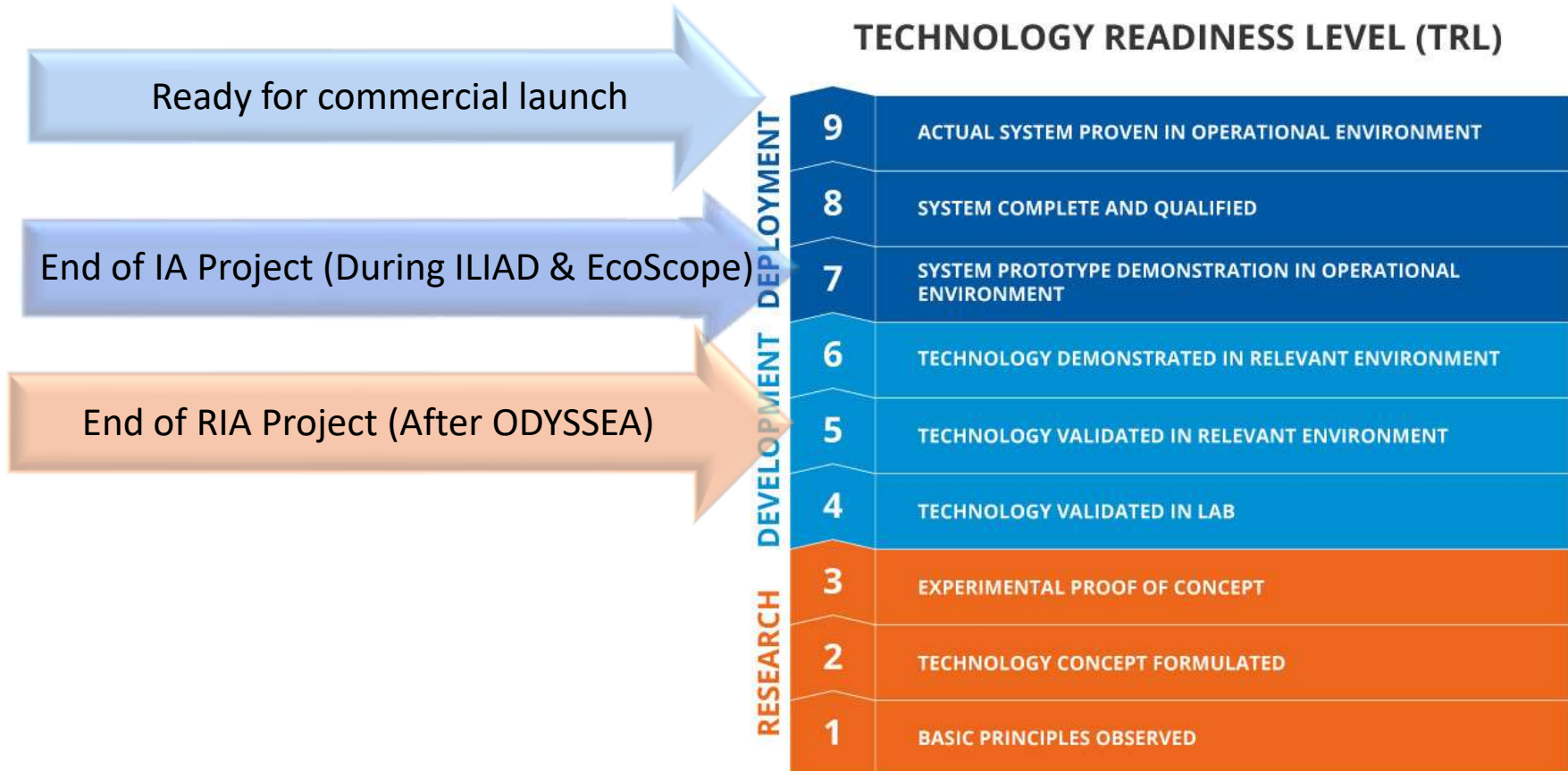
Marinomica

The Challenge

Translating research and innovation into business by capitalizing the knowledge and technology gained in ODYSSEA for industry applications

Next Steps

ODYSSEA

Ready for commercial launch →

End of IA Project (During ILIAD & EcoScope) →

End of RIA Project (After ODYSSEA) →

TECHNOLOGY READINESS LEVEL (TRL)

DEPLOYMENT

9	ACTUAL SYSTEM PROVEN IN OPERATIONAL ENVIRONMENT
8	SYSTEM COMPLETE AND QUALIFIED
7	SYSTEM PROTOTYPE DEMONSTRATION IN OPERATIONAL ENVIRONMENT

DEVELOPMENT

6	TECHNOLOGY DEMONSTRATED IN RELEVANT ENVIRONMENT
5	TECHNOLOGY VALIDATED IN RELEVANT ENVIRONMENT
4	TECHNOLOGY VALIDATED IN LAB

RESEARCH

3	EXPERIMENTAL PROOF OF CONCEPT
2	TECHNOLOGY CONCEPT FORMULATED
1	BASIC PRINCIPLES OBSERVED

Value Offering

Past

Analyse business location to maximize value and reduce environmental footprint

Present

Real time data and status of marine environment

Future

Detailed marine forecast service, based on big data, AI and modelling

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Competition

Challenges for the day after

ODYSSEA

Increase the data resolution to match local challenges	Improve and simplify the user experience	Add more AI And Data models and validate the outcomes
Establish a legal entity	Recruit a founding team	Raise capital

Marinomica

THANK YOU

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