

Fish 2.0 and NOAA Fisheries invite you to

U.S. Aquaculture - Gulf Coast Innovation Workshop and Pitch Session February 12-13, 2019 Ocean Springs, Mississippi

Apply to join us for this free, fun and informative two-day event!

Top 5 benefits of participating in the Fish 2.0 workshop

1. Pitch to investors in a supportive environment
2. Learn how to talk about your business in a way that grabs attention
3. Hear from investors about what makes them say yes or no
4. See how you fit into the broader seafood sector
5. Meet potential partners and others who can help your business grow

What happens at the Fish 2.0 workshop?

Fish 2.0 workshops are active community-building sessions where participants learn from their peers' real world experience as well as from experts.

On the first day, participants dig into the ins and outs of financing, what investors look for, and trends affecting their market. They also learn how to talk about their business in a way that grabs interest.

On the second day, participants practice what they learned and hear how to take advantage of the Fish 2.0 investor, expert and business community. In the afternoon participants stand up and pitch their business to local investors and experts. A networking reception follows.

Who can attend and what are the requirements?

- All U.S. aquaculture businesses. Businesses from the Gulf Coast and Midwestern states have priority for this workshop.
- Start-up businesses as well as larger, established businesses will benefit from the experience.
- No cost to attend. Food is provided both days.
- Lodging is available at nearby hotels at discounted rates for participants.
- No preparation is necessary. Preference is given to those who apply early.

Apply to the workshop online
www.fish20.org/usaquaculture

Space is limited and is allocated on a first come, first serve basis.

About Fish 2.0. Fish 2.0 is a global community that brings innovators together to grow the sustainable seafood sector. Participating businesses gain visibility and access to strategic partners and investors. Visit www.fish20.org

NOAA NOAA Fisheries is responsible for the stewardship of the nation's ocean resources and their habitat. Visit www.noaa.gov

Fish 2.0 Workshops & Regional Pitch Session

Agenda Overview

Fish 2.0 holds two-day workshops for businesses in regions with sponsored tracks in the current Fish 2.0 qualifying cycle. Each workshop is tailored to the focal points of the track and the businesses in attendance. Below is a general overview of topics we will address in every workshop in 2018-19.

DAY 1

Focus of the day: Group activities, learning games and instruction to get into the mindset of an investor and clarify investor types, investment options, and partnerships and how to determine which one is right for your business at which point. We then move into the value proposition, integrating impacts, your “why” and preparing a pitch to investors or strategic partners.

- Welcoming remarks & introductions
- About Fish 2.0

- Making investment decisions like an investor
- Critical elements of investment readiness

- Types of financing – what is your business currently suited to?
- Financing and strategic partners – how to find the right ones for you?

- Compelling value propositions and how to present your business
- Integrating impacts into strategy
- Introduction to pitching

DAY 2

Focus of Day: Refining and practicing your pitch and communications to investors and partners; using Fish 2.0 effectively to build your network and business

- Marketing: features vs benefits
- About Fish 2.0: participating in the current qualifying cycle and leveraging the global community
- Pitch preparation

PITCH SESSION & RECEPTION

Investors, government and industry experts, and Fish 2.0 sponsors join workshop participants

- Welcome and introductions
- Participating businesses pitch to the audience of investors and experts
- Networking and partnership building among all in attendance