

Fish 2.0 and NOAA invite you to

U.S. Aquaculture – West Coast Innovation Workshop and Pitch Session

**April 30-May 1, 2019,
Seattle, Washington**

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 communities. In the afternoon each participant will pitch their business to local investors and experts, followed by a networking opportunity with light refreshments.

Who can attend and what are the requirements?

- All aquaculture-related businesses from the U.S. west coast, Hawaii and Alaska.
- Start-up businesses as well as larger, established businesses will benefit from the experience.
- No cost to attend. Food is provided both days.
- No preparation is necessary.

Apply to the workshop online

www.fish20.org/usaquaculture

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

Local Partners:

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: Held at the University of WA campus

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.

- How to succeed and make connections through 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
- Pitching effectively to investors and partners

DAY 2: Held at the University of WA campus (am); World Trade Center, Seattle (pm)

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
- From the source: Hear from and ask questions of investors and industry leaders in small sessions
- Pitch preparation

PITCH SESSION & LIGHT REFRESHMENTS

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

- Participating businesses pitch to a broad audience of investors, industry leaders and experts
- Networking and partnership building among all in attendance