

**Fish 2.0, WWF-Pacific and IUCN Oceania
invite you to join us for a
Workshop on March 10-12, 2015 in Nadi, Fiji**

During the workshop, we will share information about Fish 2.0, answer any questions you have, and find solutions to any issues that might be specific to your business.

By the end of the workshop, you will have a short business pitch ready to be shopped with investors, an understanding of what investors are looking for and an application ready to enter the broader Fish 2.0 competition.

About the Fish 2.0 Pacific Workshop

- Open to all enterprises from the Pacific Islands – in the seafood business sector or mariculture sector. You may share this invitation with others.
- New start-up businesses and established businesses can both participate.
- No cost to attend the workshop.
- No specific preparation needed for the workshop.
- Limited travel stipends are available and will be allocated to qualified businesses on a first come, first serve basis. Please fill out the attached form to register and for travel assistance.

Contact sbailey@wwfpacific.org – with questions.

To register, you must complete the short form at the end of this invitation and return to psingh@wwfpacific.org and Monica@fish20.org by 6th February 2015.

We will notify you if your application is accepted and on travel stipends as soon as possible.

About Fish 2.0

What is Fish 2.0?

- Fish 2.0 is a business competition that connects seafood businesses with investors.
- Fish 2.0 will help you to get your business ready for investors, and to meet investors who are interested in your business in your region.
- No business plan is needed to participate. The competition is carried out mostly on-line.
- Fish 2.0 provides you with advisors and help to improve your business and succeed in the competition and with investors.
- Participants meet investors and can win cash prizes and free professional services to improve their businesses.
- Fish 2.0 is held only every two years. In 2015, there are special opportunities open to Pacific Islanders for Fish 2.0. Don't miss this opportunity to participate.

Who can participate?

- Any business which is working with seafood or in mariculture. Fill out the attached short form and we can tell you about travel stipends that are available for the workshop.

Examples of businesses that can participate:

- Any Pacific Island business involved in seafood production, trade and/or supply chains (boat to plate).
- Any Pacific Island business involved in providing services for fisheries management.
- Any Pacific Island business involved in aquaculture or mariculture, including corals, giant clams, seaweed or other products.

What stage of business development is Fish 2.0 aimed at?

Fish 2.0 allows all participation by businesses in Every Stage of growth including:

1. Start up businesses (not yet doing sales)
2. Businesses in the very early stages of development (up to 3 years of sales), and
3. Growth businesses (with more than 3 years of operations).

What will you get out of participating in Fish 2.0?

- Every enterprise will have their materials reviewed by 1-4 investors during the competition.
- Participating enterprises are offered opportunities to work with investors who can advise them on how best to build their business idea and succeed in the competition and in gaining investment.
- Fish 2.0 receives significant media coverage in the seafood press and the popular press globally. Participating enterprises will be regularly featured in the press, helping them to gain customers, brand recognition and investor interest.
- Please see the Stories of Impacts on the fish 2.0 website for what past participants gained from participating. <http://www.fish20.org/about/fish20impacts>

What are my chances of winning?

- Fish 2.0 guarantees awards of \$ 45,000 in professional service contracts to the leading South Pacific Island enterprises, regardless of the competition outcome.
- Fish 2.0 guarantees six (6) all-expense paid trips and seats at the competition finals to the leading South Pacific enterprises.
- Over 60% of the enterprises participating in Fish 2.0 2013 gained investment or new customers from connections made during this event.
- Whether or not they won a prize in the competition, all participants in Fish 2.0 2013 said that competition helped them to improve and grow their businesses.

Where can I learn more about Fish 2.0?

- Visit the website www.fish20.org. Sign up under “Stay in Touch” to receive news and updates.
- Contact Monica Jain, founder of Fish 2.0, directly with questions at monica@fish20.org

Application to Attend Fish 2.0 Fiji Workshop: March 10-12

Please complete this form and return to psingh@wwfpacific.org with a copy (cc) to monica@fish20.org before 6th February 2015. Travel stipends will be awarded on a first come, first serve basis.

Your Name:			
Name of your Business:			
Address:			
Phone:		Email:	

What type of business are you involved in? Please check as many as apply.

- Fishing. Please tell us the primary fisheries you are working in (e.g Tuna) _____
- Mariculture What product(s)? _____
- Seafood trade and/or supply chains (from the dock to the plate)
- Aquaculture
- Fisheries management or services that help Fisheries Managers
- Other services to the seafood industry, fishermen or mariculture businesses

What type of investment are you interested in?

- Funds to start up a new business
- Loans for my business
- Equity Investors or partners for my business
- I don't know yet

What is your position in the business (Founder, CEO, Finance, etc)? _____

Have you looked at the Fish 2.0 website (www.fish20.org)? Yes / No

Are you able to travel to Nadi for the workshop? Yes / No

What types of travel assistance do you need?

- Air fare
- Lodging
- Food and other expenses

If provided with travel assistance, will you attend the full workshop? Yes / No