Innovamare

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MareSkill

INNOVAMARE ACADEMY 3.0

- program -

Place: **The Polytechnic of Šibenik, Trg Andrije Hebranga 11**

Date: **13th -18th of October 2025**

Max range of 20 participants

"From prototypes to profit: accelerating blue tech startups"

Academy overview:

InnovaMare Academy 3.0 is a hands-on, entrepreneurship-focused educational workshop for emerging talent as well as established professionals working in the sustainable blue economy. Building on the foundational blue tech knowledge developed in the 2023 Academy and the fieldwork and applied innovation from the 2024 Academy, this third edition empowers participants to commercialize innovative marine technologies. Over six days, the Academy blends expert lectures, interactive workshops, and intensive group mentorship, culminating in a public "Sretno more" day where teams participate in an eco-initiative of cleaning the sea with innovative technologies.

Key topics:

- Commercialization of marine technology – moving from lab prototypes to market-ready products
- "Blue-as-a-Service" & regenerative business models – sustainable, service-oriented models that restore ocean health
- Investor Readiness – developing financial plans and pitch skills to attract investment
- Research–industry collaboration – building partnerships between science and the private sector for innovation

Program:

Monday, 13.10.2025.	
17:00–18:30	**Arrival and welcome reception.** Participants arrive in Šibenik and gather at the Polytechnic campus for a welcome and program overview. Academy organizers introduce the week's objectives and theme "From prototypes to profit," setting expectations for the intensive sessions ahead.
Tuesday, 14.10.2025.; 09,00-13,30 h	**Tech to product: scaling marine technology** **Focus:** How to advance marine innovations (sensors, robotics, AI) from prototype stage to viable products, covering technology readiness levels, intellectual property, and regulatory compliance.
09:00-09:45	Lecture: **Emerging marine tech trends and opportunities** An opening session surveying cutting-edge innovations in marine robotics, sensor networks, and AI-driven systems in the blue economy. The lecture highlights current research breakthroughs and market opportunities, laying the foundation for discussions on scaling these innovations. Lecturer: Mr. Damir Opsenica, Lika Digital Agency, Slovenija
09:45-09:50	**Break**
09:50-10:35	Lecture: **Navigating regulations for marine innovation** This session provides an overview of the standards/certification process for marine products (safety, environmental, and performance certifications). Real examples illustrate how

	startups can meet regulatory requirements without stifling innovation. Lecturer: Mr. Toni Maričević, Ministry of Sea, Transfer and Infrastructure - Administration of Safety Navigation
10:35-10:40	**Break**
10:40-11:25	Lecture: (tbc) Lecturer: dr.sc. Smiljko Rudan, dipl.ing., Faculty of Mechanical Engineering and Naval Architecture
11:25-11:35	**Coffee break**
11:35-12:20	Lecture: **IP for marine innovation** This session covers the practicalities of protecting marine technologies. It provides an overview of intellectual property strategies (patents and know-how). Lecturer: Mr. Mladen Vukmir, attorney at law at Vukmir and Associates
12:20 - 12:35	**Coffee break**
12:35 – 13:20	**Lecture: From lab to startup: a blue tech success story** An entrepreneur-scientist shares the journey of transforming a marine technology concept into a successful startup. Participants learn about navigating the “valley of death” between research and commercialization, building a multidisciplinary team, and iterating the product to meet industry needs. **Lecturer:** Mr. Cosimo Palmisano & Daniele Spaccini, WSense

13:20	**Lunch**

Wednesday, 15.10.2025.; 09-14 h	**Customer discovery & market fit** **Focus:** Understanding market needs and tailoring innovations to fit those needs. Sessions cover stakeholder mapping, user experience (UX), and designing a strong value proposition, ensuring that solutions are aligned with customers and end-users in the blue economy.
09:00-09:45	Lecture: **Understanding your market - stakeholder mapping** A guide to identifying and engaging all key stakeholders for a marine technology venture. Participants learn how to map out potential customers, users, regulators, and partners in sectors like aquaculture, shipping, and tourism. The lecture emphasizes techniques to gather user requirements and feedback early, ensuring the product addresses real pains and needs in the marine industry. Lecturer: Ms. Ana Čalić, Navela d.o.o., Chief Commercial Officer, Women in Nautica
09:45-09:50	**Break**
09:50-10:35	Lecture: **Crafting a winning value proposition** An introduction to creating a compelling value proposition for a blue tech product or service. This session covers how to clearly articulate the unique value and benefits your innovation provides to customers (e.g. cost savings, efficiency, environmental impact), and how to differentiate from competitors. UX principles are discussed to highlight the importance of user-centric design in product-market fit.

	Lecturer: Mr. Giuseppe Saija, Fondazione Fenice (online)
10:35-10:50	**Coffee break**
10:50-11:35	**Bridging research and industry: technology transfer in practice** A deep dive into collaboration models that successfully transfer innovations from academia to the private sector. The talk discusses strategies like spin-off companies, industry-sponsored research, and licensing of technology. Lessons from the InnovaMare project and other EU initiatives are shared to show how research institutions and businesses can co-create value in the blue economy. Lecturer: Dr. sc. Petra Karanikić, University of Rijeka - Faculty of Biotechnology and Drug Development
11:35-11:40	**Break**
11:40-12:20	Lecture: **Case study: finding product–market fit** A real-world success story of a marine tech venture that pivoted to achieve product-market fit. The speaker shares how their company gathered user feedback and industry insight to adapt their technology for greater adoption. Key takeaways include how to decide when to pivot, how to engage early adopters in the blue economy, and examples of features that were added or changed to meet market demand. Lecturer: Mr. Dino Dragun, Hidrocibalae d.o.o.
12:20 – 12:30	**Coffee break**
	Lecture: **Team formation & innovation challenge kickoff**

12:30-13:00	Participants regroup to form project teams that will work together for the remainder of the Academy. Organizers present the **industry challenge briefs** – real marine industry problems or market gaps – that teams will tackle (e.g. a challenge in sustainable aquaculture, a need for a marine monitoring service, etc.). Expectations for the deliverables (prototype demo and business pitch) are outlined. Teams spend this time getting organized, choosing a challenge, and beginning to brainstorm solution ideas. Lecturer: Mr. Mateo Ivanac, Digital Innovation Hub (DIH) InnovaMare
13:00 - 14:00	**Lunch**
14:00 - 16:00	**Mentoring sessions**

Thursday, 16.10.2025.; 09-17 h	**Blue business bootcamp** **Focus:** Developing sustainable and investable business models for marine tech solutions. The morning sessions cover revenue models (including "Blue-as-a-Service"), financial planning and strategies. The afternoon is dedicated to mentored team work on prototypes and pitches.
09:00-09:45 **Location: Polytechnic of Šibenik**	Lecture: **Blue business models** Examination of how marine technology startups can generate revenue and deliver value. This session introduces "Blue-as-a-Service" models, where products like underwater drones or data platforms are offered as services or subscriptions, creating recurring revenue. Traditional product sales vs. service-based models are compared, and pricing strategies for the maritime sector are discussed. Opportunities for financing - case of strategic project Leap to Blue. Lecturers: Mr. Martin Mozetič, Innovamare Technologies d.o.o. and Ana Gundić, University of Zadar

09:45-09:50	**Break**
09:50-11:00	Lecture: **Beyond sustainability – regenerative blue business models.** A look at innovative business models that restore or improve marine environments as they grow (moving beyond “do no harm” to actively doing good). The speaker shares examples such as circular economy approaches in fisheries (turning waste into products) and eco-restoration services. Participants learn how regenerative models can attract impact investment and how to balance ecological goals with profitability. Lecturers: Mr. Božidar Blaslov, Provir d.o.o. & Marjan Žitnik, Maritimo Recycling
11:00-11:45	**Break - transfer to Martinska**
12:00 - 14:00 **Hands on workshop session** **(location: Martinska)** **Tech4Blue - practical solutions for a smarter coast**	**Introduction to hands on workshop session services and opportunities for companies - application in business:** Introduction on how new marine and aerial technologies can be applied in business and research contexts. Introducing ROV-s and aerial drones as remotely operated inspection tools. Participants will learn how these tools enable more efficient vessel, marina, coastal infrastructure inspections, deep sea inspections, aquaculture monitoring, and the exploration of underwater archaeological sites. **Hands on workshop session:** Interactive demonstration building on the introduction lecture, starting with an introductory session on operating underwater ROV and aerial drones to ensure all participants are familiar with the equipment. Participants will then explore the capabilities of these technologies in a variety of

	use-cases, experimenting and discovering their potential through hands-on activities. Lecturers: Mrs. Rina Milošević, University of Zadar and Mr. Martin Mozetič, Innovamare Technologies d.o.o.
14:00 - 14:30	**Transfer to Polytechnic of Šibenik**
14:30 - 15:30	**Lunch**
15:30-17:00	**Project mentoring & prototyping session** Teams work intensively on developing their project solutions – both the technical prototype and the business pitch. In parallel, a rotating panel of mentors provides one-on-one coaching to each team. Technical mentors assist with prototype design and feasibility, while business mentors help refine business models, go-to-market strategy, and pitch delivery. This open-format session is the core of the Academy's hands-on approach, allowing teams to apply the week's learnings directly to their projects with expert guidance. Mentors: dr. sc. Frane Urem, Polytechnic of Šibenik & Mr. Mateo Ivanac, Digital Innovation HUB Innovamare

Friday, 17.10.2025.; 09-15 h	**Pitching day and eco action "Happy Sea"**
	Pitch session and Blue economy networking event - Blue Tech Pitch Šibenik 2025. A networking session designed to connect Academy participants with a broader circle of blue

09:00-11:00	economy stakeholders. Representatives from marine research institutes, established companies (e.g. shipping, aquaculture, renewable energy firms), and local authorities join for a casual meet-and-greet. Participants present their projects and prototypes. This forum encourages dialogue, partnership opportunities, and knowledge exchange between the rising innovators and industry leaders, strengthening collaboration in the blue innovation ecosystem. **Facilitated by: DIH Innovamare**
11:00-12:00	**Break - transfer to eco action location**
12:00-14:00	Happy Sea! Students participate in beach and sea clean up eco action. **Location: beach Banj, Šibenik**
14:15-15:00	Lunch

Saturday, 18.10.2025.; 10-14 h	**Awards, and closing remarks.**
10:00 - 12:00	**Awards & Closing Ceremony**
13:00 – 14:00	**Lunch**

Participants leave InnovaMare Academy 3.0 equipped with not only advanced knowledge of marine technology commercialization and sustainable business models, but also with practical project experience, a network of mentors and peers, and enhanced readiness to drive innovation in the blue economy. We encourage all attendees to stay connected through the InnovaMare digital community and continue collaborating to transform prototypes into profitable solutions for the health of our seas.