



THE FANBEST (LOT 1) EXPERTS

ALL THE EXPERTS ARE BLUEBIO ALLIANCE ASSOCIATES AND WORK WILL BE MADE IN COLLABORATION WITH FANBEST PARTNERS

BLUEBIO
ALLIANCE
ASSOCIATES

SNAP! PARTNERS

Specialized in consulting, accelerating and funding the development of disruptive innovation at European and International scale. SNAP! has accumulated knowledge of several years of experience in mastering the European support framework for innovative Startups and SMEs. SNAP! will be responsible for the following webinars:

- **UNIT 1: Building the team and the environment**
- **UNIT 1: Opportunity analysis (SWOT & Prepare a business plan)**
- **UNIT 1: Business modelling (Canvas)**
- **UNIT 2: Branding and naming**
- **UNIT 2: Digital marketing**



BUILDING GLOBAL INNOVATORS (BGI)

A world-class deep innovation startup accelerator, born out of the MIT Portugal Innovation and Entrepreneurship Initiative (IEI). BGI has a vast experience in identifying and recruiting startups, corporate/SME, investors and political stakeholders, with whom it has successfully delivered impactful innovation and entrepreneurship programs. BGI will be responsible for the following webinars:

- **UNIT 1: Categories of entrepreneurial ventures & Shareholders' agreement**
- **UNIT 1: MVP strategy**
- **UNIT 1: Intellectual Property Strategy**



FÁBRICA DE STARTUPS

With diverse backgrounds and experience, the team of Fábrica de Startups holds a vast knowledge in the areas of entrepreneurship and innovation. Versatile and effective in planning and executing several ideation and acceleration programs, the team is motivated by excellence and rigor. Fábrica de Startups will be responsible for the following webinar:

- **UNIT 2: Marketing strategies & Pitch Elevator**





THE FANBEST (LOT 2) EXPERTS

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- **UNIT 3: Market segmentation & User needs**
- **UNIT 3: Market pull & push strategies**• **Demand forecasting**
- **UNIT 3: Pain point analysis**
- **UNIT 3: Competitive landscape analysis**
- **UNIT 4: Strategic management & LEAN approach**

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- **UNIT 4: Product development**
- **UNIT 4: HR management & Pivoting and diversifying**
- **UNIT 4: Growth strategies & International market penetration**



THE FANBEST (LOT 3) EXPERTS

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MOSS&COOPER

Moss&Cooper provides a range of services designed to support the creation, financing, and expansion of innovative and high value-added projects. They offer a large range of solutions and services in international trade management, business optimization and corporate social responsibility. Moss&Cooper will be responsible for the following webinars:



- **UNIT 5: Financial needs/planning**
- **UNIT 5: Overview of public and private funding mechanisms in the Blue Economy**
- **UNIT 5: Best practices to access to each type of financing**

GOPARITY

GOPARITY has a platform for collaborative finance (crowdfunding) that unites companies looking for funding for sustainable projects with people who want to invest and earn a positive return, by lending money to the project promoter and earning interest in exchange. GOPARITY will be responsible for the following webinars:



- **UNIT 5: Breakeven analysis**
- **UNIT 5: Valuation and terms**
- **UNIT 5: Exit strategies**