

## TRIUMPH GULF COAST, INC. PRE-APPLICATION FORM

### Application Information

<i>Name</i>	Fish 2.0 - Building and Growing Investor Interest in Seafood Sector Ventures and Innovation for the Gulf Coast
<i>Description</i>	Fish 2.0 works globally to drive growth of the sustainable seafood sector. We create unique regional networks of ventures, investors and industry leaders, using events, training and connections that drive innovation, investment and business growth.
<i>Contact Info</i>	Monica Jain – Executive Director Fish 2.0 316 Mid Valley Ctr, #190, Carmel, CA 93923 Tel: (831) 659 7022 Email: <a href="mailto:monica@fish20.org">monica@fish20.org</a> Website: <a href="http://www.fish20.org">www.fish20.org</a>
<i>Partners</i>	Partners for a Gulf Coast module of Fish 2.0 will include an estimate of 15+ co-sponsors, 30-50 target companies, 50+ investors and 10+ industry leaders

### Executive Summary

<i>Project:</i>	Fish 2.0 –Driving private investment and building a network to grow innovative Gulf Coast fisheries and aquaculture enterprises.
<i>Funding being sought:</i>	\$250,000
<i>Matching Funds secured:</i>	We anticipate no issues with securing matching funds for this work based on past performance.
<i>Location of Project</i>	Work with enterprises in entire U.S. Gulf Coast region. Hold training and investor connection events in key cities TBD.
<i>Timeline:</i>	Project to be launched in Q2 of 2018. 12 months duration.

Fish 2.0 drives the growth of and investment into the sustainable seafood sector. We identify innovative seafood-related ventures, help them to become investment and market ready, and connect them with investors, experts and supply chain partners who can help scale their companies. At the same time, we educate investors about opportunities in the region, which drives funds that companies need to grow. In the case of the Gulf Coast, Fish 2.0 could help growing seafood ventures to raise the matching funds they need for Triumph to reach its objectives, and to more rapidly scale sustainable seafood innovations in the region. This will help fishing and aquaculture communities to prosper and become more competitive in the marketplace.

Fish 2.0 has successfully operated in multiple regions of the United States and regions of the world, since its start in 2013. Last year, with the support of 23 sponsors, we conducted our largest program to date, reaching deep into fisheries communities to find the leaders, train them to be investment ready, showcase their innovation and economic potential, and connect them with investors and partners to grow the businesses. The global program, including regional workshops, training and resources, culminated in a 2 day Innovation Forum at Stanford University in November 2017, where the best companies from around the world pitched to seafood sector investors

With support from Triumph Gulf Coast, Fish 2.0 will build a dedicated regional Fish 2.0 network to target Gulf Coast communities directly. The network will tap into existing entrepreneurial demand for Fish

2.0's education and services, build investor interest and market potential available to seafood innovators in those regions, and develop partnerships with organizations working on the ground in each region to expand their work and networks.

The funds provided by Triumph Gulf Coast will be leveraged by a wide variety of Fish 2.0 sponsors who recognize Fish 2.0's unique ability to showcase and help support innovation and regional economic growth in the fisheries and aquaculture sector

### **Background**

The Fish 2.0 networks includes fishing community companies, aquaculture producers, technology developers, and many supply chain companies who – through Fish 2.0 – are able to find the equity investors, lenders, experts and commercial partners to build successful sustainable seafood companies. Their growth and success allows these companies to revitalize the communities, waterfronts and fisheries they work in.

Fish 2.0 was founded by Monica Jain, bringing together over 30 years of expertise at the intersection of finance and fisheries to create this platform for large scale growth of the sustainable seafood sector. Jain, a recognized thought leader for the industry and recipient of the White House Champion of Change for Sustainable Seafood award, has built the first network of its kind gathering an unprecedented coalition of diverse sponsors to support this vision, including the U.S. State Department and USAID.

Fish 2.0 has already driven over \$60 million of investment into enterprises that support fishing communities around the U.S. and overseas, led training that has benefited hundreds of enterprises, and built a trusted following of over 200 investors that are committed to or who wish to learn about the seafood-sector and opportunities within it. The Fish 2.0 network has become the premier driver of and showcase for innovation and venture growth in the sustainable seafood sector.

### **Outcomes of Fish 2.0 for the Gulf Coast**

The resilience of fishing communities depends on the growth of innovative, profitable and sustainably oriented seafood companies. Fish 2.0 networks create this ecosystem of partners and innovation which result in the following outcomes:

- **Driving investment and jobs for more resilient communities** by injecting capital into the communities and connecting them to into broader U.S. markets and revenue opportunities.
- **Regional marketing and recognition.** We build recognition of regional species and regional brand value to accrue more of the value in supply chains to the community.
- **Building technical capacity and enable commercial scale.** Through Fish 2.0, experts and industry partners help fisheries businesses and aquaculture technologies grow to commercial-scale.
- **Connecting ventures with seafood supply chains.** Working with both wild fisheries and aquaculture companies, we allow them to take advantage of supply chain synergies in getting seafood to market, as well as connect to buyers in new markets.

### **Components of the Triumph-backed Gulf Coast Fish 2.0 track**

1. **Conduct two Fish 2.0 “Headstart and Hub Building” events as a convening mechanism to build the regional networks.** These Fish 2.0 events, which can be held in locations to be determined with the co-sponsors, combine a training workshop with a pitching showcase event and networking sessions for enterprises, investors and industry.

2. **Screen and vet to identify leading enterprises.** Investors evaluate enterprises to select those that are ready, while giving each enterprise feedback on how to improve and grow.
3. **Activate regional investors.**
4. **Engage Industry leaders.** We invite such leaders to participate in the network as speakers, sponsors or possible strategic investors.
5. **Bring together in a Sustainable Seafood Innovation Forum.** Fish 2.0 will then bring together these three core groups – the ventures, investors and industry leaders – into a single network of well-vetted, dedicated professionals.
6. **Communication and Media.** Throughout the process, Fish 2.0 runs an active communications campaign, building awareness of the innovation and opportunity in the region’s seafood sector, and articles and thought leadership on its global context. In 2017, over 150 articles were published in a wide range of media as a result of Fish 2.0, showcasing the good news and innovation that is coming out of the regions we work in.