

Blue World Alliance *Become a GlobalSolver™*

Blue World Alliance generates practical solutions for the exploration, conservation and healing of our oceans through the GlobalSolver™ marketplace.

The Challenge: The oceans, earth's life-support system, are at a tipping point for irreversible damage. Current efforts to reverse this trend are not yielding sufficient solutions. The urgency of the task demands a new model.

The Solution: Blue World Alliance has created a breakthrough methodology in which prize-based competitions provide promising innovators with the funding, mentorship and strategic partnerships necessary to commercialize their solutions into products and services that yield tangible environmental benefits.

These open competitions catalyze the creation of cross-discipline teams, deploying diverse skill sets, resulting in out of the box solutions to the oceans' most pressing threats. This is innovation through *crowdsourcing*—tapping the creative energies of a global audience to yield wide-ranging solutions.

The Blue World Alliance methodology involves:

- Harvesting a wealth of scientific research related to ocean-based challenges
- Identifying and prioritizing challenges most suitable to prize- and grant-based competitions
- Securing sponsorship for the prizes and administering the competitions on our web platform
- Using our virtual marketplace to connect innovators through collaborating on challenges
- Offering competitors start-to-finish mentoring throughout the competition process
- Offering mentoring and business resources—post-Prize—in our incubator, Blue World Hatcheries
- Providing competition winners access to investor capital to realize and scale their solutions
- Creating partnerships with government, commercial, philanthropic and nonprofit sectors

Funding Opportunity: The Blue World Alliance, a 501(c)(3) nonprofit organization, seeks \$10 million in start-up funds. There are three ways to invest:

Founders Circle Investor: Make a minimum \$1,000,000 tax-deductible gift to Blue World Alliance. This capital will be used to fund the team of talent (and the general operating expenses) that will launch and sustain Blue World Alliance prize and grant activities. \$300,000 will be used towards prize sponsorship. Donors will then gain rights to invest in award-winning innovations—through direct equity agreements with contestants, investments in the incubator or in the companies themselves at the time of funding.

Prize and Grant Sponsor: Fund a specific prize or grant to solve a particular ocean challenge. Prizes can range from \$5,000 to \$10,000,000 or more depending on the difficulty and need of the challenge. Prize sponsors set the equity terms for contests. Grants will be determined by the need of the challenge.

Blue World Alliance Donor: Make a general tax-deductible donation to the Blue World Alliance ranging from \$1 to \$499,000 that helps build the Blue World Alliance network and sustains its work and mission.