



Blue Economy Project

Value Creation for Ideas/Innovations/Projects

online
December 8 and 9, 2021

Paul Regis
Caribbean Section
Regional Bureau for Latin America and the Caribbean

Gaps Identified -Blue Economy Mapping Exercise/Empathy Map

Wasted Initiatives

Siloed Organizations

No follow through from key players

Inability to access funding



Apparent mismatch/difficulty in accessing/..... between people with ideas/innovations and grants/funding/investors/programs tailored to needs

Value Creation – Create Capture Deliver

Capacity Development - It's about you



Connect dots among stakeholders

Moving to the next curve

Tailored customer
discovery approaches
-incorporating
Lean innovation and
design thinking

Develop ideas

Becoming investment ready

What do Investors/Donor Agencies etc. want to hear?

An Important Tool










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
Key Resources 	Channels 			
Cost Structure 		Revenue Streams 		

Ideas/Innovation and (IP)

INTELLECTUAL
PROPERTY



IP Simply put- tools that provide ownership to ideas and innovation and allow

Tool that can allows for capturing value and leveraging that value

without identifiable embodiment of the idea- no intellectual property protection -no exclusive rights will flow unto you



IP in the Business Model Canvas











The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities  IP (Key resource? Key Activity? How is it used to interact with partners)	Value Propositions  	Customer Relationships 	Customer Segments 
Cost Structure 	Revenue Streams 			
Key Resources 			Channels 	

What problem are you solving? what market need are you filling?










The Business Model Canvas

Designed for:

Designed by:

Date:

Version:

Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 	
	Key Resources 		Channels 		
Cost Structure 	Value proposition			Revenue Streams 	Customer segments

THANK YOU!

paul.regis@wipo.int

