

Blue Economy Project

Value Creation for Ideas/Innovations/Projects

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## 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



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

**An Important Tool** 

The Business M	Designed for:		Designed by:		Date:	Version:	
Key Partners	Key Activities	Value Proposit	tions	Channels	Cu	ustomer Segmer	
Cost Structure		•	Revenue Strea	ams			Ğ

### Ideas/Innovation and (IP)





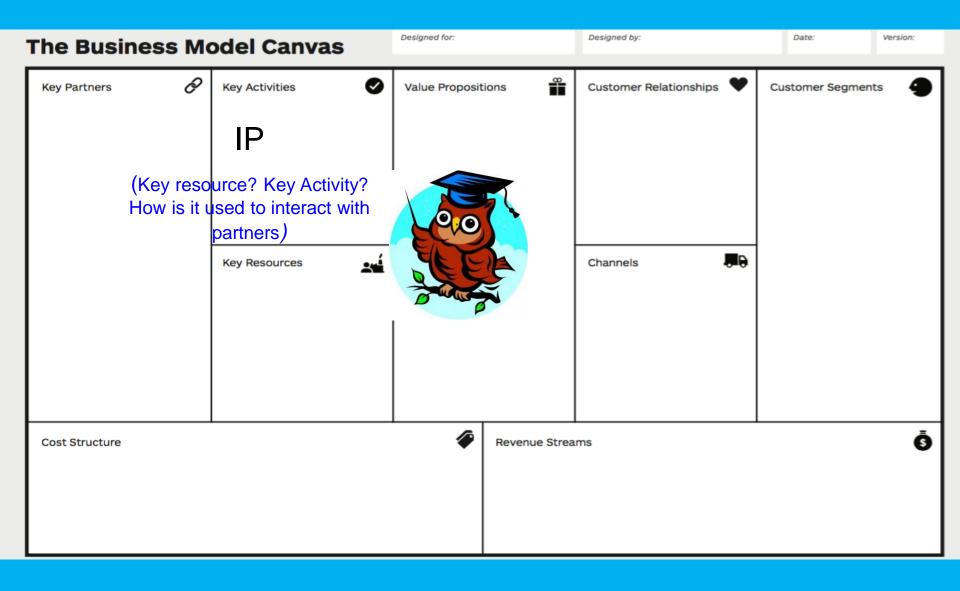
IP Simply put- tools that provide ownership to ideas and innovation and allow

Tool that can allows for capturing value and leveraging that value

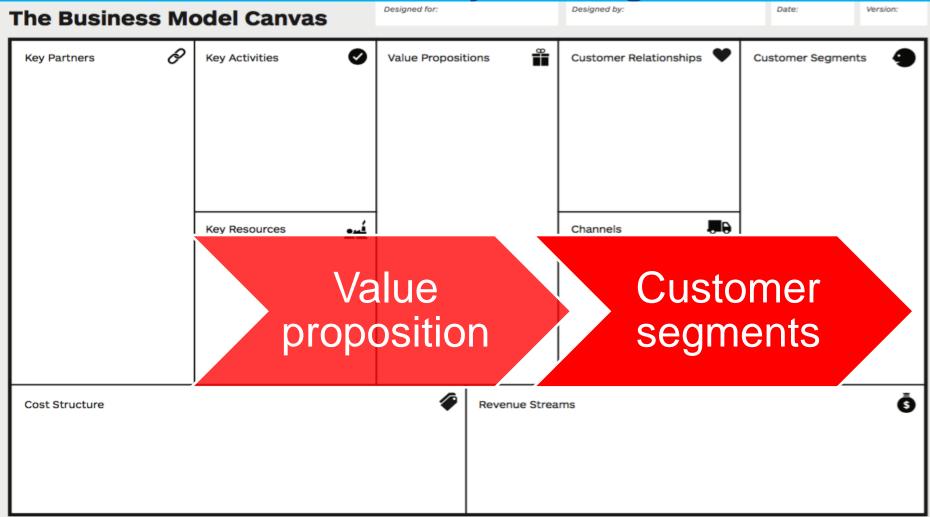


without identifiable embodiment of the idea- no intellectual property protection -no exclusive rights will flow unto you

#### **IP in the Business Model Canvas**



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



## THANK YOU!

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WORLD INTELLECTUAL PROPERTY ORGANIZATION