startBlue
Sample Curriculum

WEEK 1-8 PARTNERED BUSINESS & OCEAN ENTREPRENEURSHIP CURRICULUM
October - December | 6 Weekly classes | Fall Showcase | BlueTech Week

TOPICS MAY INCLUDE:

Business
● Talking to customers
● Finding your product-market fit
● Market sizing
● Revenue streams and cost structure
● Value propositions

Ocean Entrepreneurship
● State of ocean science
● Working in the marine environment
● Founders' stories
● Autonomy, data, decision-making
● Aquaculture, seafood, and fisheries

WEEK 9-19 HANDS-ON LEARNING
January- May | Biweekly workshops and regional site-visits | Spring Showcase

WORKSHOP TOPICS MAY INCLUDE:
● Creating mission, vision, and values
● Creating and working with a board
● The art of the pitch
● Contracting with the government
● Funding strategy and grant writing

SITE VISITS MAY INCLUDE:
● The Port of San Diego
● Scripps Oceanography Marine Science Development Centers
● NOAA Southwest Fisheries Science Center
● Local blue tech industry

OTHER FEATURED PROGRAMS AND EVENTS:
● TMA BlueTech Week
● Triton Innovation Challenge and startR Demo Day
● Ongoing NDIA, TMA BlueTech, SDMAC, and Ocean Visions events
● Weekly startBlue CEO Roundtables
● 1-1 team strategy meetings with mentors