



HELPING LIMERICK WAVE GAIN THE POWER TO TAKE OFF!

BACKGROUND

As part of the FANBEST project, the Greater Manchester Chamber of Commerce (GMCC) delivered a series of seminars and webinars to help support businesses and innovation in the Blue Economy. The FANBEST Programme is funded by the Interreg Atlantic Area.

Following the success of this series, the GMCC's role culminated with the creation and launch of the **Blue Internationalisation Programme**, in which five SME companies – including Limerick Wave – were chosen to receive up to €10,000 (EUR) worth of support as well as guidance to advance their international trading potential and grow towards global success. We officially launched the Programme in September 2022, and welcomed companies located in Portugal, France, Ireland and the United Kingdom.

IN THEIR OWN WORDS...

“We bring revolutionary Power Take Off technology to wave energy companies.”

Based in Ireland, Limerick Wave's innovative 'Power Take Off' (PTO) technology – named Aontreo – improves the process by which the mechanical power of the waves is turned into electrical power, meaning it can then be used for general consumption.



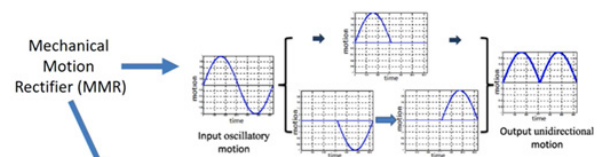
BUSINESS OBJECTIVES

When approaching the programme, Limerick Wave's primary objective was to connect with WEC (Wave Energy Converter) companies overseas. Thanks to our market research, Scotland was identified as a market leader in the industry, along with Scandinavia.

To connect with potential investors, the team also sought assistance with translating their brand messaging from technical to commercial.

ACTION PLAN

- Connect with WEC companies overseas
- Establish financial resources to support international growth
- Increase exposure to international tradeshows and networking events
- Secure international projects and investments
- Learn more about trading internationally





HOW DID WE HELP LIMERICK WAVE?

- We supported in shaping their **international trade strategy**
- We delivered **workshops and training**, from export sales and marketing to social media and how to pitch their business
- We carried out **market research** focused on the UK's wave energy sector in Scotland, its **key players and opportunities**
- We conducted market research in Scandinavia, identifying and **contacting potential partners** for Limerick Wave
- We **supported their visit** to the All Energy Decarbonised event in Glasgow, where business meetings were pre-arranged for them



WHAT DID LIMERICK WAVE TAKE AWAY FROM OUR PROGRAMME?

- A definition of their target **international market** propelled Limerick Wave to build their network across the seas – helping them become a **key player** in both national and European sectors.
- A translation of **brand messaging** from the technical to commercial, developing **keywords** and **accessible language** to improve the success of international pitching and networking.
- A reframe of Limerick Wave's **approach to new business**. We helped them position their technology not as competition to potential buyers, but as indispensable added value.
- A refinement of **networking strategies** to achieve **tangible results at tradeshow**s. The GMCC took Limerick Wave to All Energy Decarbonised, Glasgow, where they networked with **key industry players**.

With our help, the below outcomes were delivered for Limerick Wave:

3 CONNECTIONS
IN SCANDINAVIA

7 CONNECTIONS
IN SCOTLAND

1 PARTNERSHIP
AGREEMENT SIGNED



“From refining our messaging to building strong business connections, I really can't overstate how helpful the GMCC's Programme has been for us.

“There has been more traction for Limerick Wave since we started the Blue Internationalisation Programme than there has been in the 14 years that preceded it.”

Dr Patrick Walsh, CEO

WHAT'S NEXT FOR LIMERICK WAVE?

Directly following the GMCC's programme, Limerick Wave are in talks with both UK and European-based organisations where their breakthrough technology may be further studied or implemented. Watch this space!