

# Trends in Maritime Innovation

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# Maritime innovation: why now?

01.

**Availability of new  
technology**



02.

**Climate change**



03.

**Increased  
Transparency**

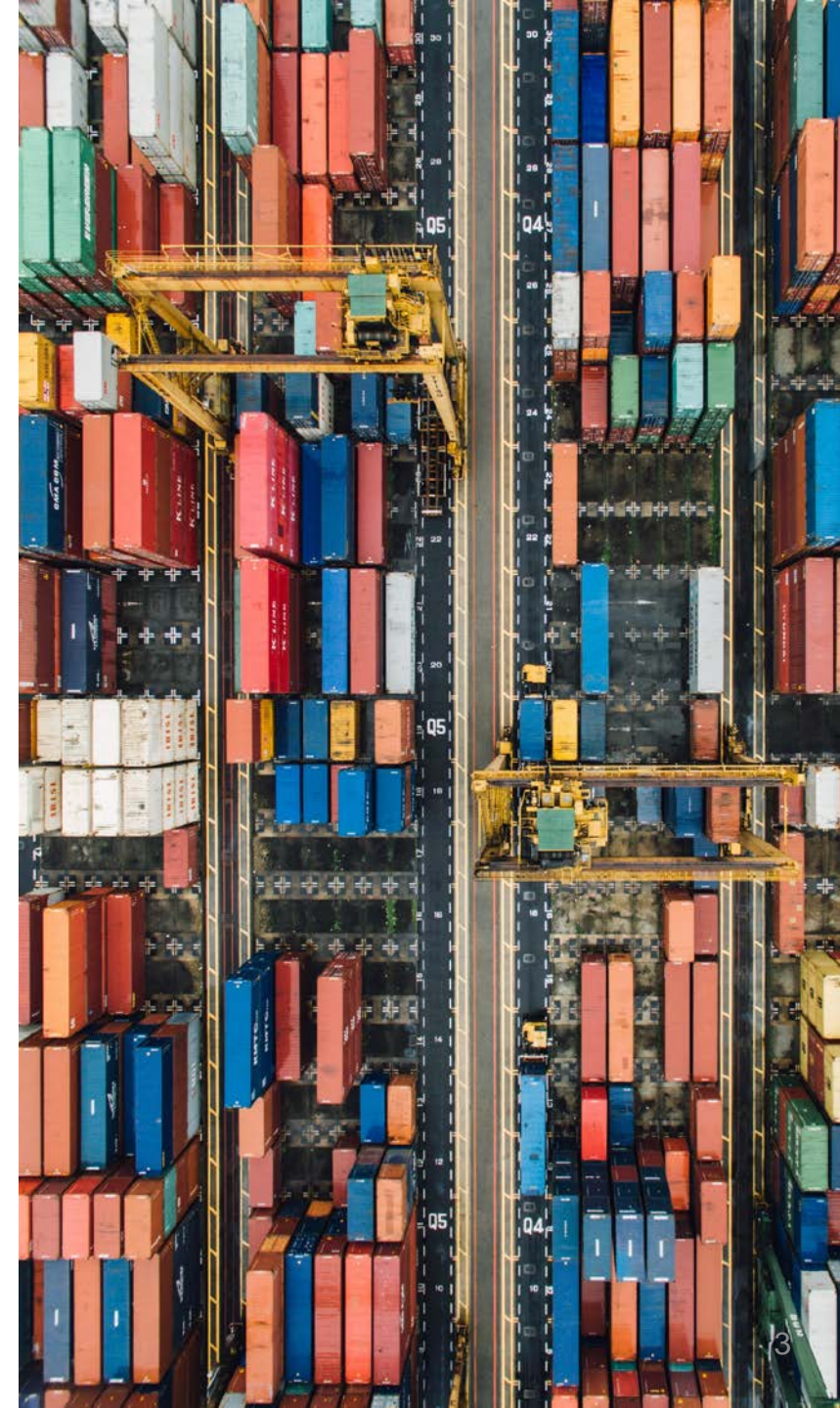


Startups are playing an increasingly important role in transforming the industry

**>\$3.3B** investments in MarTech  
Startups since 2013

**60%** year-over-year increase in  
investments

**>300** active startups



# Startups are playing an increasingly important role in transforming the industry

01

SHIPPING  
OPERATIONS &  
COMMERCIAL



OCEAN &  
BLUETECH

02



03

SMART PORTS &  
MARINAS



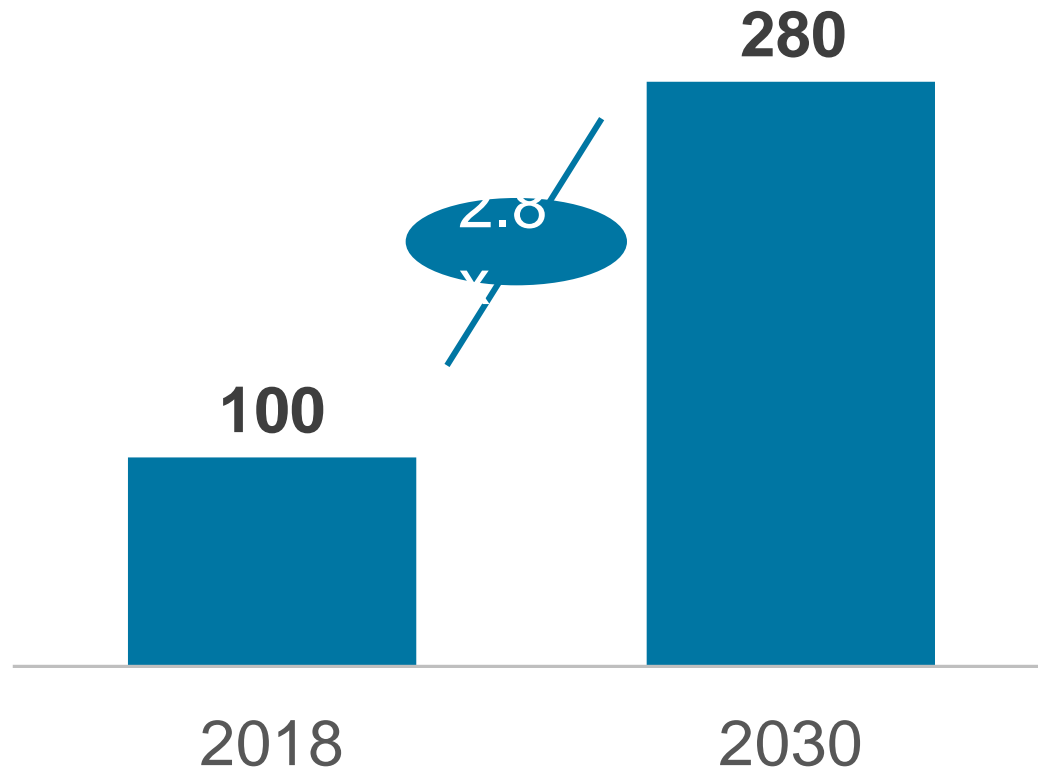
SUPPLY CHAIN &  
LOGISTICS

04

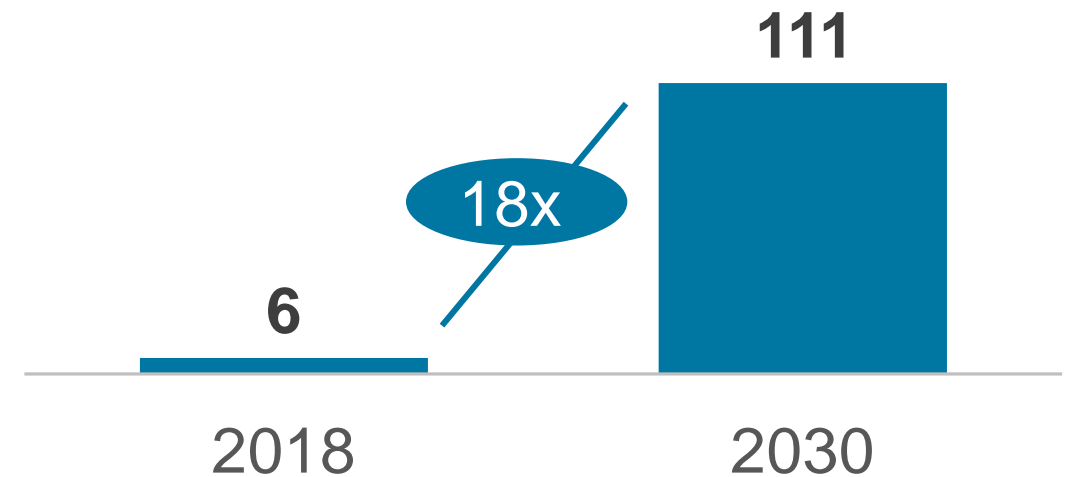


And is expected to increase rapidly during the next decade

### Value of Maritime Technology companies, \$B



### Spend on startups and SMEs products by shipping companies, \$B





# Maritime accelerators catalyzing maritime innovation

*Accelerators bridge the gap between startups and corporates*



## For startups

- Access to clients
- Tailoring value proposition
- Operational support
- Commercial skill building
- Access to funding



## For corporates

- Navigating innovation and sourcing value-add startups
- Streamline traditional procurement process
- Mechanism for providing feedback on products

# Accelerators globally are mainly placed within maritime clusters



# An opportunity for Athens to become a major innovation hub

