

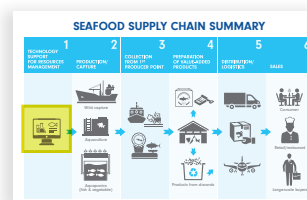
## FINALISTS: 10-minute Pitch Presenters

After three rounds of competition, our online judges have narrowed the Fish 2.0 competition down to ten finalists who will compete in the final round of the competition on November 13th.

Each entrepreneur will present a 10-minute pitch about his or her enterprise, followed by 10 minutes of question and answer time with the judges. The judges will discuss and score the businesses using three equally weighted criteria. The judges will discuss and score the businesses using three equally weighted criteria (for more information see the Judges and Criteria for the Final Event section of this program). The top three finalists will be announced at the end of the event and win cash prizes of \$40,000, \$25,000, and \$10,000.

A short description of each business is listed below, accompanied by a photograph of their Fish 2.0 presenter and a diagram that highlights where the business falls in the seafood supply chain. Additional details on each business will also be provided during the final event as a separate handout. For more information on how the finalists were selected, please see the How the Finalists Got Here section of this program.

**Please Note:** The information presented here is the sole responsibility of the presenting company. Fish 2.0 and Manta Consulting Inc. have not taken any steps to verify the adequacy, accuracy or completeness of any information, materials or statements presented here. Neither Fish 2.0 or Manta Consulting Inc., nor any of its officers, directors, stakeholders, agents, and employees makes any warranty, express or implied, of any kind whatsoever related to the adequacy, accuracy or completeness of any information presented here.

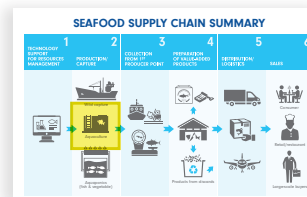


### BACKTRACKER

**Mark Soboil**

mark@mednz.com

BackTracker is a data repository to manage big data and provide strategic insight into the seafood sector. It also provides a scalable and auditable platform to encrypt confidential data used for traceability purposes. Due to the disparate nature of fisheries data, companies have difficulty verifying whether they are dealing with quality, unbiased and representative information. We aggregate the data, encrypt it so that fishermen's geospatial catch information remains confidential, and make it possible to audit and cross reference with government records. We then validate the data by conducting comparisons with estimates of sales from manufacturers.

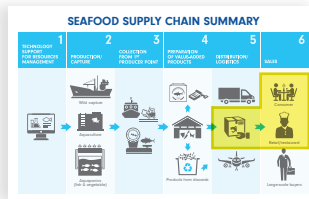


### BLUE PLANET

**Justin Lubin**

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Blue Planet has developed a breakthrough recirculating aquaculture system technology that allows production of marine finfish far inland, with zero negative environmental impacts. System capital expenditure is over 50% less than competing systems, and production costs are comparable to offshore culture. The heart of the system, a patent-pending bioreactor, has been commercial tested and proven. Blue Planet now seeks investment to build and operate its first North American facility, which will produce sustainable marine fish. The facility will be the centerpiece of a government plan to develop an "inland aquaculture cluster" that will revitalize a local economy struggling with high unemployment.

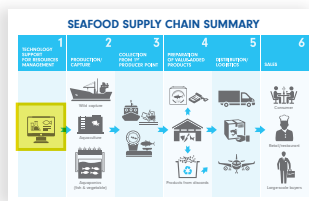


## BLUE SEA LABS

**Martin Reed**

[martin@iloveblueseas.com](mailto:martin@iloveblueseas.com)

Working at the intersection of seafood and logistics, Blue Sea Labs is using e-commerce and software to shorten the supply chain, while providing transparency throughout it. By empowering direct transactions and distribution, we provide higher quality product to customers while enabling fishermen to catch less and earn more.

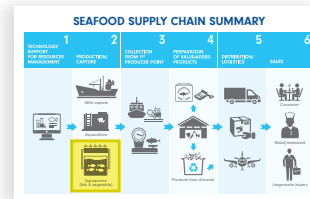


## CRYOOCYTE

**Dmitry Kozachenok**

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Cryoocyte is developing a novel technology to cryopreserve fish eggs. Egg freezing will enable fish farms globally to become less spawning-dependent and produce year-round at full capacity. Cryoocyte also will create a genetic egg bank of critically endangered and wild species to preserve aquatic biodiversity. Finally, frozen eggs could be transported over greater distances than traditional wet methods of transporting fry or fingerlings, enabling centralization of the highly technical and capital-intensive aspects of fish breeding, and creating opportunities for many low cost, simple-to-operate hatching operations throughout the developing world.

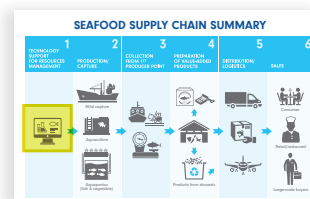


## DAYSPRING AQUACULTURE

**Paul Jarvis**

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Dayspring Aquaculture will be a commercial-scale aquaponics facility utilizing a geothermal resource. Our experienced and professional management team is dedicated to environmental sustainability. Dedicated to feeding a growing population, Dayspring will raise fish and vegetables by utilizing sustainable energy, fishmeal replacement, aquaponic use of fish waste, plant fertilizer from fish offal, and onsite feed milling which will provide a multi-faceted revenue stream. Dayspring is developing a number of partnerships with companies like CleanFish (San Francisco), and has obtained a LOI from Nash Finch. Our company will strive to benefit our community by retraining and employing returning veterans.

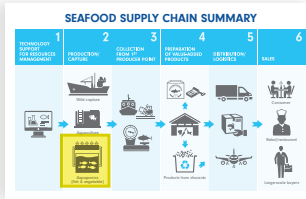


## FISHERYWORKS™

**Phil Bailey**

[philbailey@shaw.ca](mailto:philbailey@shaw.ca)

FisheryWorks™ is a customized, off-the-shelf data collection and reporting software platform to enable sustainable fisheries management. FisheryWorks™ processes fishing trip, fishing log and landed catch data in real time and also tracks and manages quota in catch shares fisheries. Until now, fishery management systems have been too complex and costly for most fisheries. With its fee-per-transaction business model, FisheryWorks™ makes sustainable management an affordable reality for fisheries around the globe. While FisheryWorks™ is at the start-up stage, it is a proven concept based upon the CEO's successful track record and previous direct experience in fishery management systems design and development.

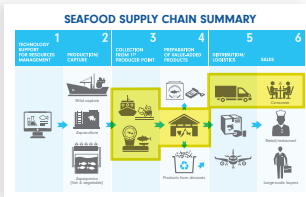


**HO'OULU PACIFIC**

**Keith Sakuda**

keith@hooulupacific.com

Ho'oulu Pacific integrates aquaponic technology with distributed agriculture to manage a network of households to commercially grow fish and vegetables in Waimanalo, Hawaii. Native Hawaiians have the worst health profile of all American ethnicities due to a lack of physical and economic access to healthy food and nutrition. We empower these families to grow their own food and provide opportunities for surplus produce to be sold back to the community. We seek investment to expand our existing operations to meet the growing demand for locally grown produce in Hawaii and throughout the Pacific.

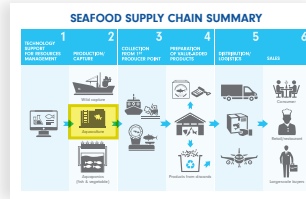


**LOCAL CATCH, LLC**

**Mark (Alan) Lovewell**

alovewell@gmail.com

Local Catch is a seafood subscription service that provides consumers with fresh, sustainable seafood that is fundamentally local, from landing to processing to delivery. By keeping it local, we shorten the supply chain, generate a local economy, and provide a greater variety of fish at a competitive price. By offering a subscription we are able to provide fishers higher income than they would receive if they were paid upon landing, and also provide fish to our subscribers that would otherwise be difficult to find at fish markets. Local Catch was established with \$22,000 of friend/family seed capital.

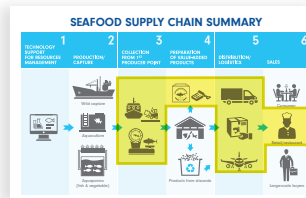


**'NAMGIS FIRST NATION CLOSED CONTAINMENT PROJECT**

**Garry Ullstrom**

gone-fishin@shaw.ca

Kuterra produces premium grade, 5-6 kg Atlantic salmon in a bio-secure, land-based, recirculating aquaculture system, located on the 'Namgis First Nation reserve. The system allows all variables to be controlled, maximizing fish growth and feed conversion, and ensuring a continuous supply of great tasting, therapeutant-free, certified sustainable product, without the environmental impacts of open-net salmon farming. The \$9m farm is located on Canada's Vancouver Island. With fish stocked March 2013, at steady state the first production module will produce 400mt/year. Sales of "Kuterra" branded salmon will commence February 2014. To optimize production and meet demand, we seek \$9M to build a hatchery and second production module.



**ORGANIC OCEAN SEAFOOD, INC.**

**Dane Chauvel**

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Organic Ocean supplies the very finest sustainably harvested, uniquely traceable, and all-natural seafood direct from the fishermen to the customer. Disintermediation enables Organic Ocean to generate industry-high margins while fairly compensating its fishermen for their adoption of environmentally friendly and quality harvesting and handling practices. Organic Ocean has created a leading premium seafood brand among the restaurant and culinary industries' top chefs and generated consistent year-over-year sales growth. New geographic markets and distribution channels are being developed to sustain this trajectory. The team combines significant fishing industry expertise with impressive entrepreneurial credentials.