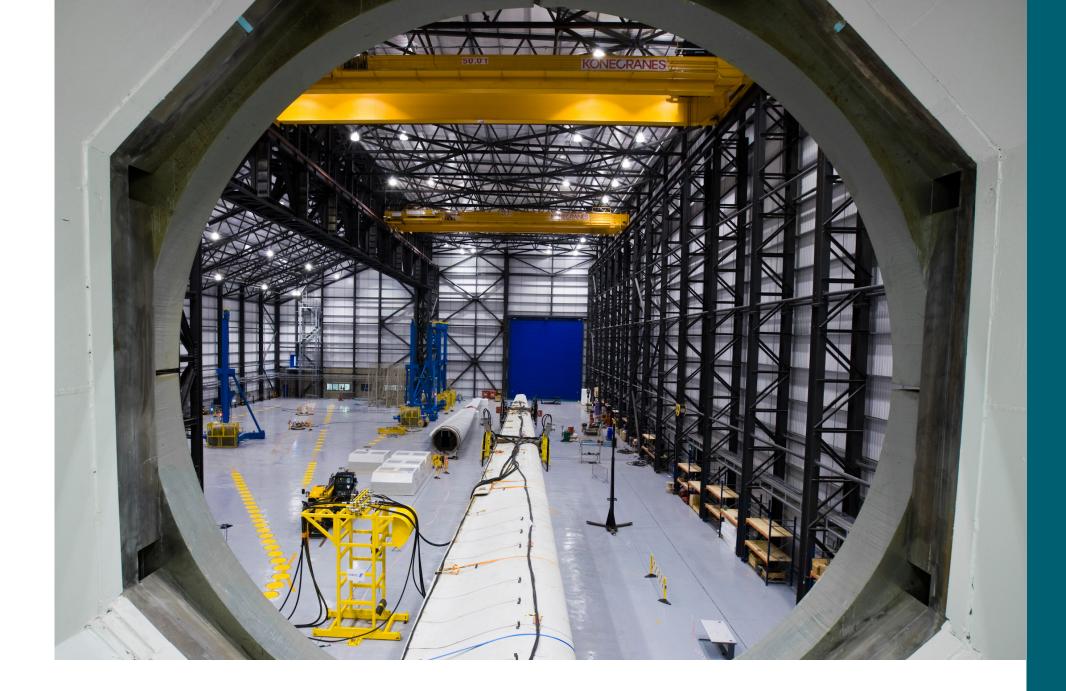
CASE STUDY: LAUNCH ACADEMY

Launch Academy, established in 2020, is an Offshore Renewable Energy (ORE) Catapult programme set up to support UK-based SMEs entering the offshore wind industry.

CHALLENGE

SMEs face numerous hurdles when navigating their way into the offshore wind industry. Key technical, commercial, financial, legal, contractual, and risk-based considerations must be made before bringing a technology, product, or service to the offshore wind supply chain. It can be daunting for SMEs to enter a new market, and some fail at an early stage due to a lack of support.

SMEs are vital to make sure the supply chain can support the expected offshore wind industry expansion, and that this delivers economic benefit to the UK on the road to net zero.



SOLUTION

Launch Academy is a nine-month programme for UK SMEs that aims to break down barriers when bringing an innovative technology, service, or product to the offshore wind industry. It recruits up to 10 companies at a time onto the programme, which is delivered by experts at ORE Catapult, key industry players and business growth and professional services, allowing each company to really connect with the energy industry.

ORE Catapult works with each cohort to understand their businesses and help them tackle the challenges they might face through a series of modules focused on specific barriers.

The programme gives companies the chance to proactively engage with the industry and receive valuable and tailored support and guidance that they can use to launch their product.



Working with Launch Academy sponsors, the programme identifies key technology challenges that represent a market opportunity for new businesses. Previous cohort sponsors include major industry players such as bp, Ørsted, RWE, and Equinor. Together, they identify challenges in the UK supply chain that the cohort's products can overcome. Examples include:

- Developing low-carbon vessel technologies
- Monitoring and protecting cables
- Monitoring and protecting wildlife

The programme concludes with a graduation ceremony where companies have the rare business opportunity to pitch to the sponsors, as well as ORE Catapult's network of investors.

RESULTS

Since Launch Academy started in 2020, it has had a lasting impact on cohort companies. From the 2022 cohort, Jet Connectivity and MasterFilter are just two of the success stories that have accelerated their entry into the UK offshore wind supply chain due to being part of Launch Academy.





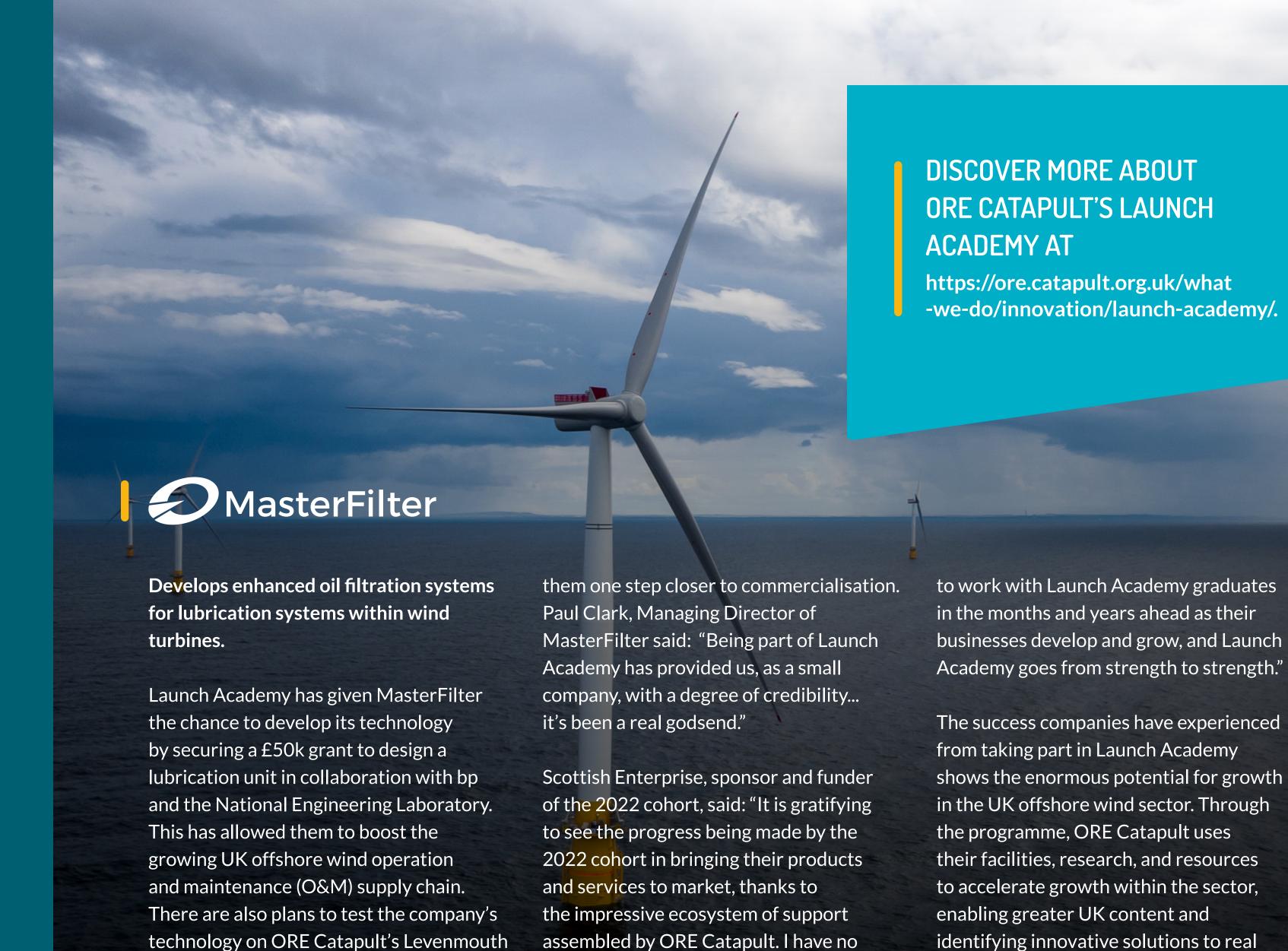
Provide 5G connectivity products and services in challenging environments such as offshore wind sites.

JET Connectivity secured over £2.5m through investment and R&D grant funding during their time in Launch Academy, enabling them to successfully launch a floating 5G base station and expand their team.

"IF YOU ARE CONSIDERING WHETHER
TO APPLY TO ORE CATAPULT'S
LAUNCH ACADEMY PROGRAMME,
WE WOULD WHOLEHEARTEDLY
ENCOURAGE YOU TO DO SO. THERE
IS A RANGE OF SUPPORT AVAILABLE
DEPENDING ON YOUR OWN
BUSINESS NEEDS WHICH CAN DRIVE
YOUR GROWTH AND DIRECTION."

Izzy Taylor, Head of Business

Development at JET Connectivity



demonstration turbine in 2023, taking

doubt that Scottish Enterprise will continue

industry problems.