

CASE STUDY

SEA.SENSE: MAKING SEAWEED MAINSTREAM

Sea.Sense is a Belgian food brand bringing sustainably farmed European seaweed closer to the consumer through crispy, nutrient-rich toppings for everyday meals.

1.

THE CHALLENGE

(Problem Statement)

At the beginning of the programme, Sea.Sense had not yet been formally established. The team **lacked a clearly defined mission and vision**, as well as a structured **market entry strategy, marketing roadmap, and sales approach**.

2.

THE MENTORSHIP IMPACT

(Actions Taken)

Through intensive workshops and brainstorming sessions with an experienced mentor active in the blue economy, the team developed a **coherent brand strategy and compelling narrative**. The programme helped refine their **positioning** within the seaweed value chain, identify the **target market**, and build a **strong storytelling** framework for sales pitches and investor presentations.

3.

THE RESULT

(Impact/Outcome)

Sea.Sense now applies this **structured storyline** in sales presentations, partner discussions, and investor meetings. Since completing the programme, the company has been **selected for two additional food innovation programmes** and is expanding discussions with retail partners while exploring **funding opportunities** to scale production and market entry.

Check them out on their [website](#) and [LinkedIn](#).