CASE STUDY

ALGAEPHOS4X: TURNING WASTE WATER INTO VALUE

AlgaePhos4X develops microalgae systems that convert nutrient-rich food production side streams into valuable resources while improving wastewater treatment.

1. THE CHALLENGE

(Problem Statement)

When joining the mentorship programme, AlgaePhos4X sought clarity on **market positioning**. The team needed to better define their target customers, structure early commercial conversations, and clearly communicate both the technical and business value of their solution.

2. THE MENTORSHIP IMPACT

(Actions Taken)

Through guidance from industry experts at **Algae for Future**, the team refined their value proposition and strategic positioning. The programme helped them translate complex technical strengths into **compelling business messaging** and identify **concrete pathways for funding** and industrial collaboration.

3. THE RESULT

(Impact/Outcome)

AlgaePhos4X now **communicates its technology with greater clarity and confidence**, leading to higher-quality industry discussions and increased collaboration interest. The company is currently **focused on securing funding and validating its technology** through pilot projects under real industrial conditions, bringing circular wastewater treatment closer to market reality.

Check them out on their website and LinkedIn.