

*CASE STUDY*

# L'EAUTELIER: MAKING SEAWEED STAY

L'EAUTELIER is an algae-based design and hospitality concept creating ocean-derived interiors, amenities, and immersive hotel experiences – most notably through the Seaweed Suite™, a licensable algae-based hotel room concept.

## 1.

### THE CHALLENGE

*(Problem Statement)*

At the start of the programme, L'EAUTELIER **had not yet translated its vision into a clear business model**. The concept was strong, but the company lacked a simple way to explain what it does and how it generates revenue, alongside a clearly structured commercial strategy.

## 2.

### THE MENTORSHIP IMPACT

*(Actions Taken)*

The programme, with mentor Jason Whooley, helped L'EAUTELIER **simplify and structure its business model**. Through this process, the team clarified its core concept and developed a more focused way to communicate its value proposition. The work centred on translating an intuitive idea into a **clearly defined and usable framework**.

## 3.

### THE RESULT

*(Impact/Outcome)*

By the end of the programme, L'EAUTELIER had a **clearly defined business model** centred around the **Seaweed Suite™** as a licensable concept. This was supported by a three-year financial projection, updated pitch materials, and partner-ready contracts, alongside a defined next step with the public debut of the Seaweed Suite™. The company moved forward with a **clear structure and readiness to launch**.

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