

CASE STUDY

PALGAE: REINVENTING PLASTICS WITH MICROALGAE

With its algae-based solutions, Palgae offers a new alternative to traditional petroleum-based plastics, creating more sustainable and environmentally friendly alternatives for the plastics industry.

ALGAE ACCELERATOR

1.

THE CHALLENGE

(Problem Statement)

When joining the Accelerator, Palgae faced **structural challenges related to bringing algae-based products to market**. It aimed to rethink its business model from start to finish, refine its go-to-market strategy, and establish a clearer framework for managing, tracking, and reporting financial resources.

2.

THE MENTORSHIP IMPACT

(Actions Taken)

Through the programme, with the support of their mentor, Palgae **re-evaluated its business** model using structured analysis tools. The team strengthened its **valuation approach**, established a clearer **framework for managing and reporting** financial resources, and refined its **customer and investor strategy**.

3.

THE RESULT

(Impact/Outcome)

As a result, Palgae **strengthened its positioning** and **internal financial structure**, improving how it communicates its value proposition and technical advantages in economic terms. The company is also conducting **Proof of Concept studies** with its first rigid plastics customers, gaining critical insights to expand its product portfolio with more market-oriented solutions.

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