CASE STUDY

MARICURA: FROM SEAWEED INNOVATION TO COMMERCIAL VIABILITY

MariCura is developing a seaweed biorefinery to produce high-protein animal feed ingredients, green chemicals and biostimulants, with the ambition of achieving zero waste.

1. THE CHALLENGE

(Problem Statement)

MariCura needed to **determine which process configurations** made **commercial sense** and whether the process could **compete** economically with conventional feed ingredients.

2. THE MENTORSHIP IMPACT

(Actions Taken)

Working with Dr Fanran Meng from the University of Sheffield, MariCura focused on developing an adaptable techno-economic analysis (**TEA**) model covering capital and operating costs, processing routes and product revenues. The model was designed to **evolve** alongside the technology and guide future R&D and investment decisions.

3. THE RESULT

(Impact/Outcome)

The TEA helped MariCura identify less economically attractive processing routes and recognise the significant revenue potential of high-value co-products, particularly ulvan. These insights are informing its product **positioning**, pricing and **commercial strategy**, while strengthening its **investment readiness** and guiding future technical improvements.

Check them out on their website and LinkedIn.