



# LEISURE MARKET BUSINESSES

## WE CAN HELP YOU SEIZE EXCITING NEW OPPORTUNITIES IN THE MARINE SECTOR



# There has never been a better time to consider diversifying into marine technology.

The sector is brimming with opportunities for innovative businesses, ranging from more eco-friendly manufacturing methods for surf boards, new ways to involve visitors in combatting plastics pollution of the marine environment or using technology to enhance leisure marine activities.



Opportunities could include areas such as:

- Using technology to improve the visitor experience of the marine environment
- More environmentally friendly ways to deliver leisure experiences
- Novel ways to promote reducing the carbon footprint related to the leisure marine sector
- Using technology to recycle marine items and add value

The above list is far from comprehensive – it is just to give you an idea of the scope of the opportunity in the sector!

Part funded by the European Regional Development Fund, Marine-i is a unique programme designed to help the marine technology sector in Cornwall and the Isles of Scilly grow through harnessing the full potential of research and innovation.

Through Marine-i, you have access to research experts, scientists and engineers at the cutting edge of marine technology. Our experts will work alongside your teams to help identify opportunities for new products or services, then put together a development plan to help bring it to market more quickly and with a greater chance of long-term success. To help this process, we can arrange access to a range of world-class testing facilities.

Here are some examples of innovative businesses that we have helped, which operate in the marine leisure market.

- **Jaxon Surfboards** – more environmentally friendly surf boards
- **Evidence Plastics** – using technology to involve the public to help combat plastic pollution
- **PaddleLogger** – using technology to provide a safer experience of paddleboarding



To find out more about the opportunities for your business in the marine tech sector, get in touch with our friendly team who will guide you through the process.

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