

Northwest National Marine Renewable Energy Center  
Pacific Marine Energy Center  
South Energy Test Site

# Business Plan

PMREC





# PMEC-SETS Deliverables

OWET was initially contracted to complete four tasks: Market Analysis, Supply Chain Analysis, Marketing Plan, and support for 1) development of Business Plan and 2) development phase communications. OWET completed the Financial Plan for PMEC-SETS under separate contract.

## Market Analysis

GL Garrad Hassan  
(Now DNL-GL)  
December 2013

## Supply Chain Analysis

Aquatera, LTD.  
March 2014

## Marketing Plan

GamePlan, Inc.  
March 2016

## Finance Plan

OWET  
XXX XXX

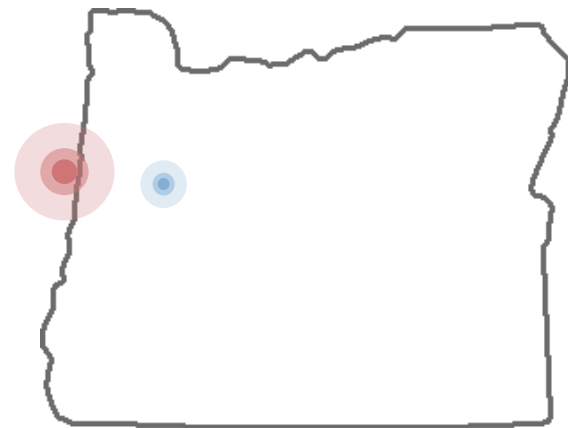
**These four reports are important building blocks for PMEC-SET Business Plan.**





## Market Analysis

- ▷ Here you have a list of items
- ▷ And some text
- ▷ But remember not to overload your slides with content
  
- ▷ Your audience will listen to you or read the content, but won't do both.





# Supply Chain Analysis

## **PMEC-SETS**

Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

## **Developers**

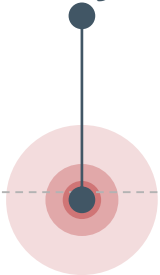
Is the color of coal, ebony, and of outer space. It is the darkest color, the result of the absence of or complete absorption of light.



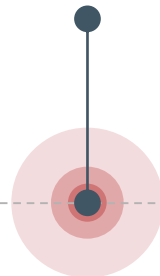


# Marketing Plan

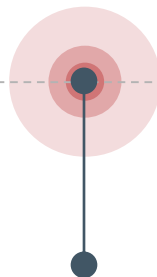
**Analyze**



**Execute**



**Plan**





## Target Audiences

	A	B	C
Yellow	<b>10</b>	<b>20</b>	<b>7</b>
Blue	<b>30</b>	<b>15</b>	<b>10</b>
Orange	<b>5</b>	<b>24</b>	<b>16</b>



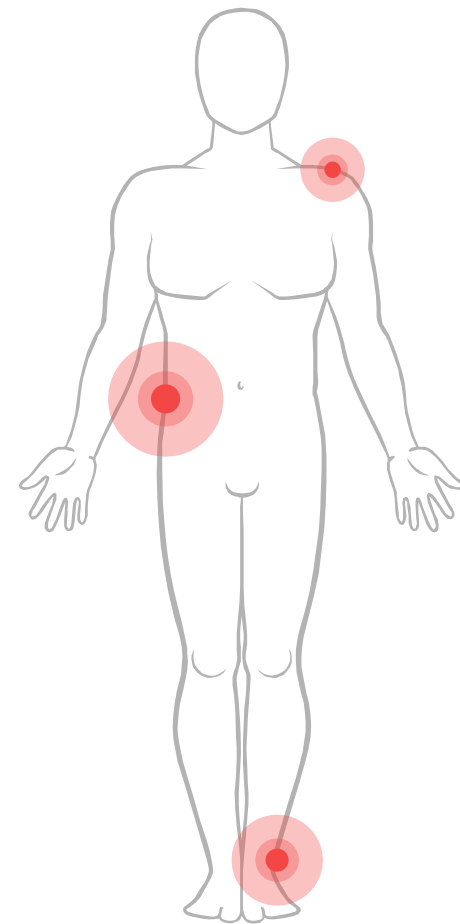
# Market Segmentation





# Business Development Plan

	A	B	C
Yellow	<b>10</b>	<b>20</b>	<b>7</b>
Blue	<b>30</b>	<b>15</b>	<b>10</b>
Orange	<b>5</b>	<b>24</b>	<b>16</b>

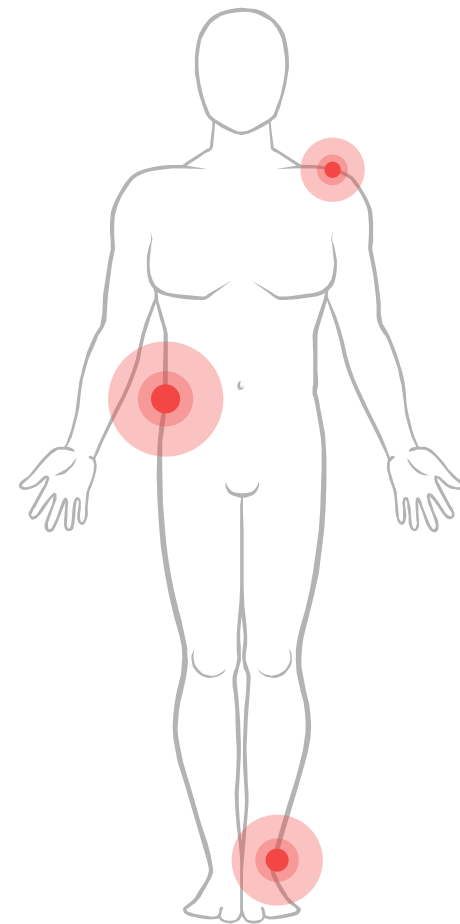






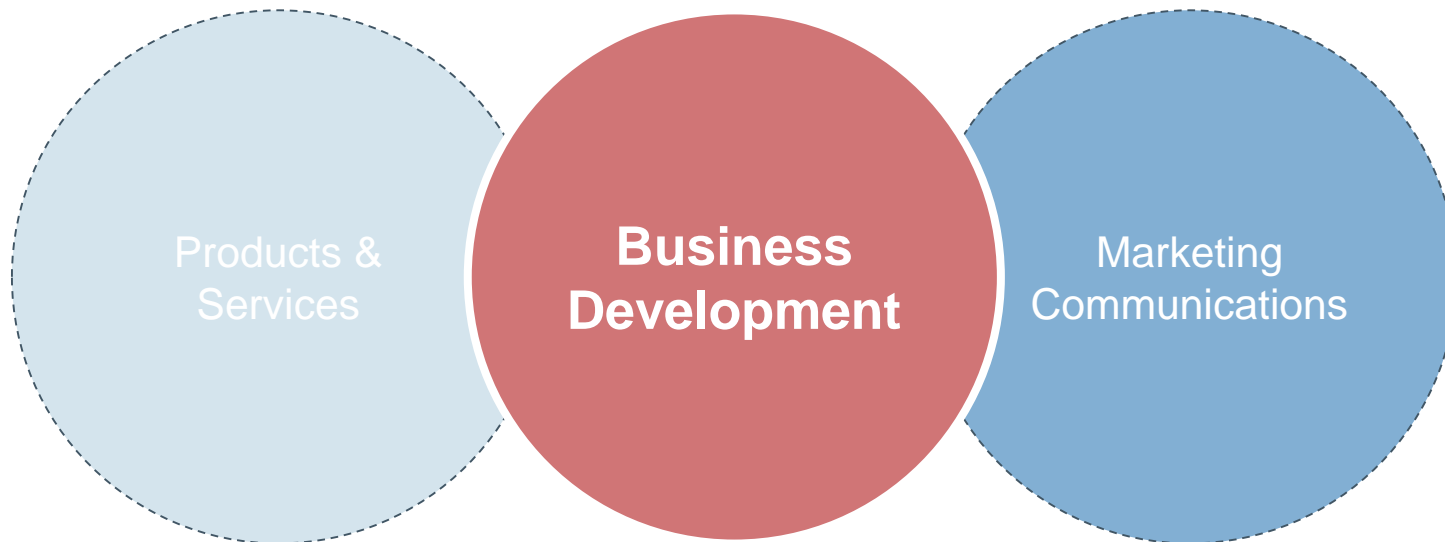
# Marketing Communications Plan

	A	B	C
Yellow	<b>10</b>	<b>20</b>	<b>7</b>
Blue	<b>30</b>	<b>15</b>	<b>10</b>
Orange	<b>5</b>	<b>24</b>	<b>16</b>





# Execution





# Execution

## Products & Services

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

## Business Development

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

## Marketing Communications

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.



# The Future

Text Here





# Let's Review Some Concepts

## **Yellow**

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

## **Blue**

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

## **Yellow**

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.





# THANK YOU

## Questions?

You can find me at

- ▷ @username
- ▷ user@mail.me

