

# Blue e-learning innovative Platform

Awarded with a  
€10.000 4helix+  
Innovation  
Voucher

Blue Growth  
Innovation  
Creative  
Remarketing  
Marketing  
Learningplatform

Logipymes will prepare for Andaluza de Barcos a new Blue e-learning innovative platform based on these three factors: environment protection, added value in the local market and wider knowledge on maritime and coastal area. Consequently, this improvement will increase results of the company in terms of: increase of information on potential clients, client satisfaction, and of results since the product and client strategy is more personalized. Additionally, with the help of remarketing strategy and cleverly placed website code, clients' behavior will be analyzed allowing to guide them better and offer them a more personal

service, with tailor-made publicity, increasing sales potential. It becomes an ongoing reminder of the brand at a very affordable cost.

Logipymes & Andaluza de Barcos consider that digital learning is an effective way to significantly reduce energy use and your carbon footprint by 90% and 85%, respectively. On the other hand, the platform will promote local products offered by Andaluza de Barcos located in Sevilla and El Rompido. Customers don't have limitations by capacity or location, and most of all, we will ensure all learners get a consistent learning experience.

## COMPANY

### Andaluza de Barcos

Main activities: Nautical school, Consulting and nautical management, Activities and nautical experiences on the river and the sea

Sevilla, Spain

<https://Andaluzadebarcos.com>



## KNOWLEDGE PROVIDER

### Servicios Integrales Logipymes S.L.

Sevilla, Spain

[www.logipymes.com](http://www.logipymes.com)



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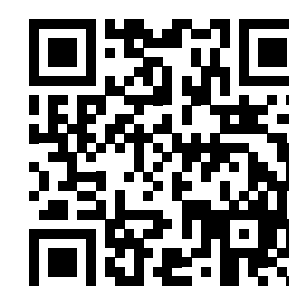


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4helix+



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# sea2cam, no more men lost overboard



Blue Growth  
Innovation  
Creative  
Manoverboard  
Rescue  
Audiovisualguide

sea2cam is a man overboard (MoB) solution to rescue sailors that have fallen on open waters. We aim to locate all sailors and passengers fallen from vessels by resolving the most difficult step in a rescue situation: quickly locating the fallen person and understanding her physical conditions while floating. We also want to extend the system to locate anyone on the water, to support marine search and rescue (SAR) teams and NGOs helping migrants fell from boats in the Mediterranean sea. Entreautre, our Knowledge Provider, is helping us design a fully functional robotic arm with a claw to lock the drone and a case

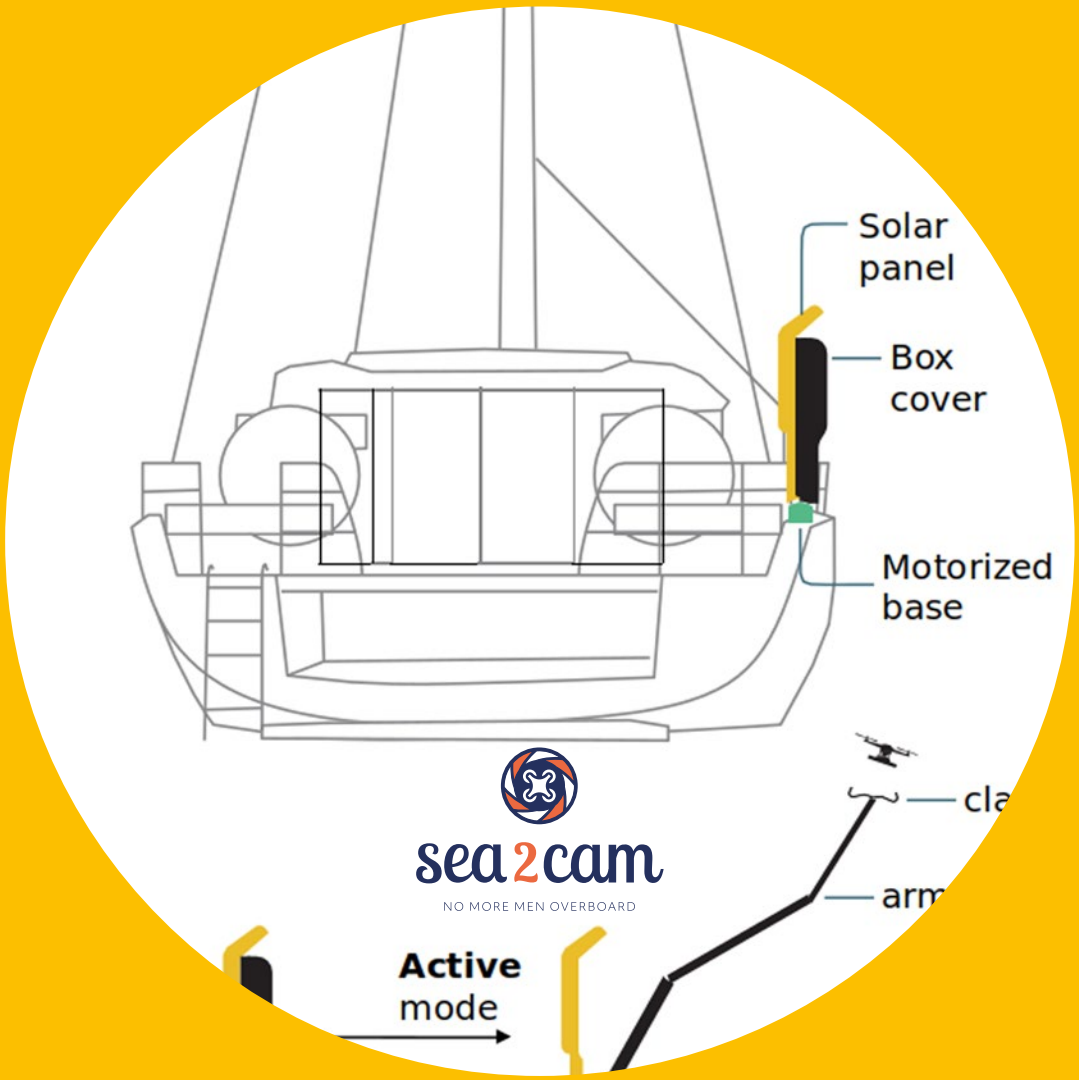
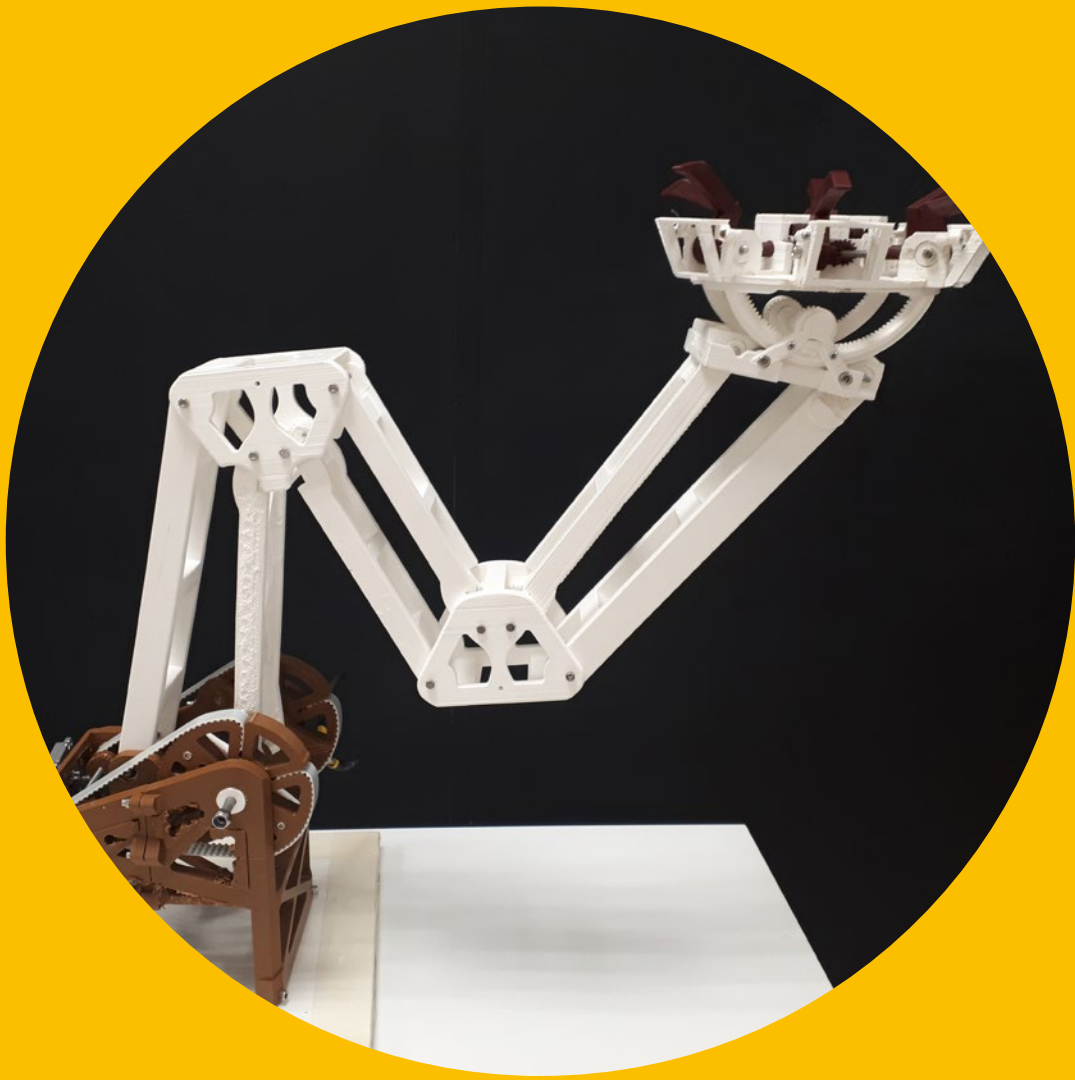
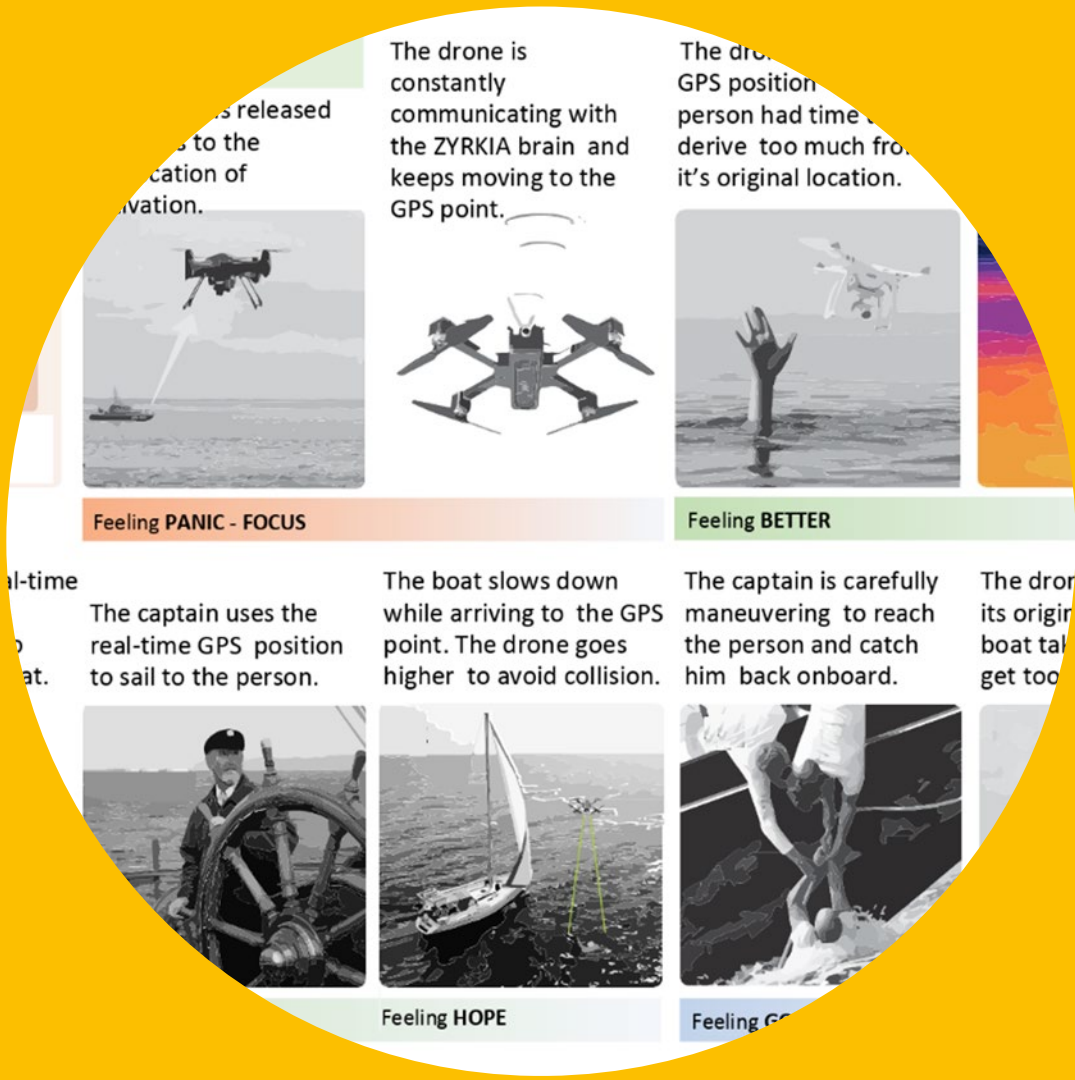
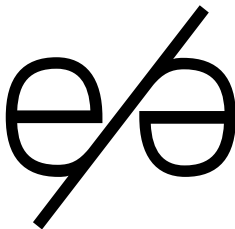
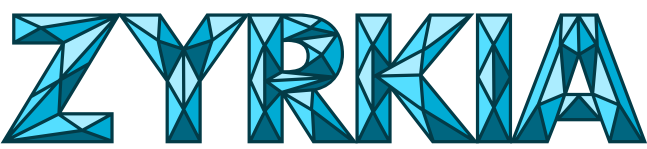
to hold everything safely and watertight. In the event of a MoB situation the system is activated automatically if the fallen sailor is wearing a beacon or manually by any other crew member. The case opens allowing the robotic arm to stretch away from the stern to safely release the drone into the sky. The drone flies to the geolocation where the system was activated and starts looking for the fallen sailor with its visual and thermal cameras. When located the drone keeps hovering above the sailor and transmits back to the boat her geolocation and video footage.

COMPANY

**Zyrkia Systems S.L.**  
SME/StartUp company designing robotic arms and IoT systems.  
Sevilla, Spain  
[www.zyrkia.com](http://www.zyrkia.com)

KNOWLEDGE PROVIDER

**Entreautre**  
Lyon, France  
[www.entreautre.com](http://www.entreautre.com)



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# Designing innovative logistics services via customer research

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Voucher

Blue Growth  
Innovation  
Creative  
Businessresearch  
Logisticservices  
Customersatisfaction

In a turbulent and high competitive globalized market, logistics companies can remain competitive by providing high-quality services that would make clients not only satisfied but loyal as well. To achieve this, logistics companies improve current or develop new services that will provide real value to their clients and keep them committed and loyal to their business. The mission and vision of LAMAIGNERE S.A. is to be faithful to its providers, clients, staff and shareholders. To better serve its clients, it is proposed that LAMAIGNERE S.A. needs to assess the

performance of its logistics services by conducting a customer satisfaction research in order either to re-designing its current services and/or design new ones. Therefore, the proposed online research project will assist LAMAIGNERE S.A. in identifying the current and future needs of its customers in order to develop innovative logistics services, satisfy its customer needs and develop long-lasting relationships with them. As a result, the project will assist LAMAIGNERE S.A. in differentiating from its competitors and gain competitive advantage.

## COMPANY

### Lamaignere Logística S.L.

*Lamaignere coordinates exports/imports in strategic markets with a team of experts in logistic and forwarding sector*

Sevilla, Spain

[www.lamaignere.com](http://www.lamaignere.com)

## KNOWLEDGE PROVIDER

### Marketing Laboratory MarLab University Of Macedonia

Central Macedonia, Greece

<http://marlab.ode.uom.gr>



**LAMAIGNERE**  
CARGO



**MARLAB**  
MARKETING LABORATORY



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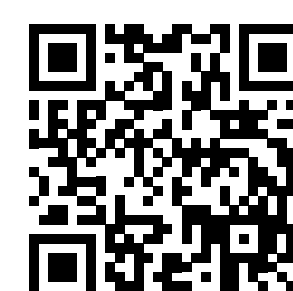


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# Emotional branding and innovative website for Triman Nautic

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Voucher

Blue Growth  
Innovation  
Creative  
Branding  
Emotional  
Connection

Triman Nautic is a company that offers all types of boats with motor, sailing and jet skis. Their image is outdated and they do not use efficient communication tools, especially in the digital world.

Agudiza el Ingenio is a branding and advertising agency with 10 years of experience specialist in innovative creativity applied to communication.

The project consists in the creation of a new and emotional branding for the Triman Nautic and new technologically innovative website. Full of innovation and creativity, with this project the SME will

get a full new image and communication supports. It will have a global and professional plan that will transmit a modern message, appropriate to the new technologies and digital media world.

Additionally, the new website will be up-to-now, with an innovative online booking system that will centralize all the customers' enquiries and reservations. It will allow Triman Nautic to be more competitive in their field of action, attracting more customers. As their business grows, the new system will make their job easier and more efficient.

## COMPANY

### Triman Nautic

*Triman is a company that offers rental of all types of boats with motor, sailing and jet skis*

**Chipiona, Spain**

[www.alquilerdeembarcaciones.es](http://www.alquilerdeembarcaciones.es)

## KNOWLEDGE PROVIDER

### Agudiza el Ingenio

**Sevilla, Spain**

[www.agudizaelingenio.com](http://www.agudizaelingenio.com)

**TRIMAN**  
NAUTIC

**AGUDIZA  
EL INGENIO**  
*La agencia*



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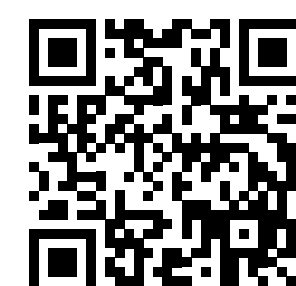


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# MarabiSuccess:

## Innovative and Integrated approach for new markets and commercial process development

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Voucher

Blue Growth  
Innovation  
Creative  
Frozenfish  
Importexport  
Digitalmarketing

Main goal is to support MarAbisal to increase business, international trading and finding new opportunities abroad thanks to Digital Marketing. Gain new B2B providers and/or customers in Spain, Italy, Greece, Portugal, France, Germany, Holland, Israel. The integrated Marabisal business development project is mainly based on two fronts of activity.

First it is linked to the development of sales in new international markets through many IT and new corporate solutions that

have been identified, second it is linked to the innovation and the improvement of the company's purchase and sales process thanks to a Suppliers Quotations normalization and comparison tools – integrated with the website to innovate within the Company trading process. The proposed project will have a strong impact on the degree of innovation and the commercial development of the company.

### COMPANY

#### Mar Abisal S.L.

Import-export of frozen fish and seafood

MAIN MARKETS: Spain, North Africa, Italy, Greece and Eastern Europe

Seville, Spain

[www.marabisal.com](http://www.marabisal.com)

### KNOWLEDGE PROVIDER

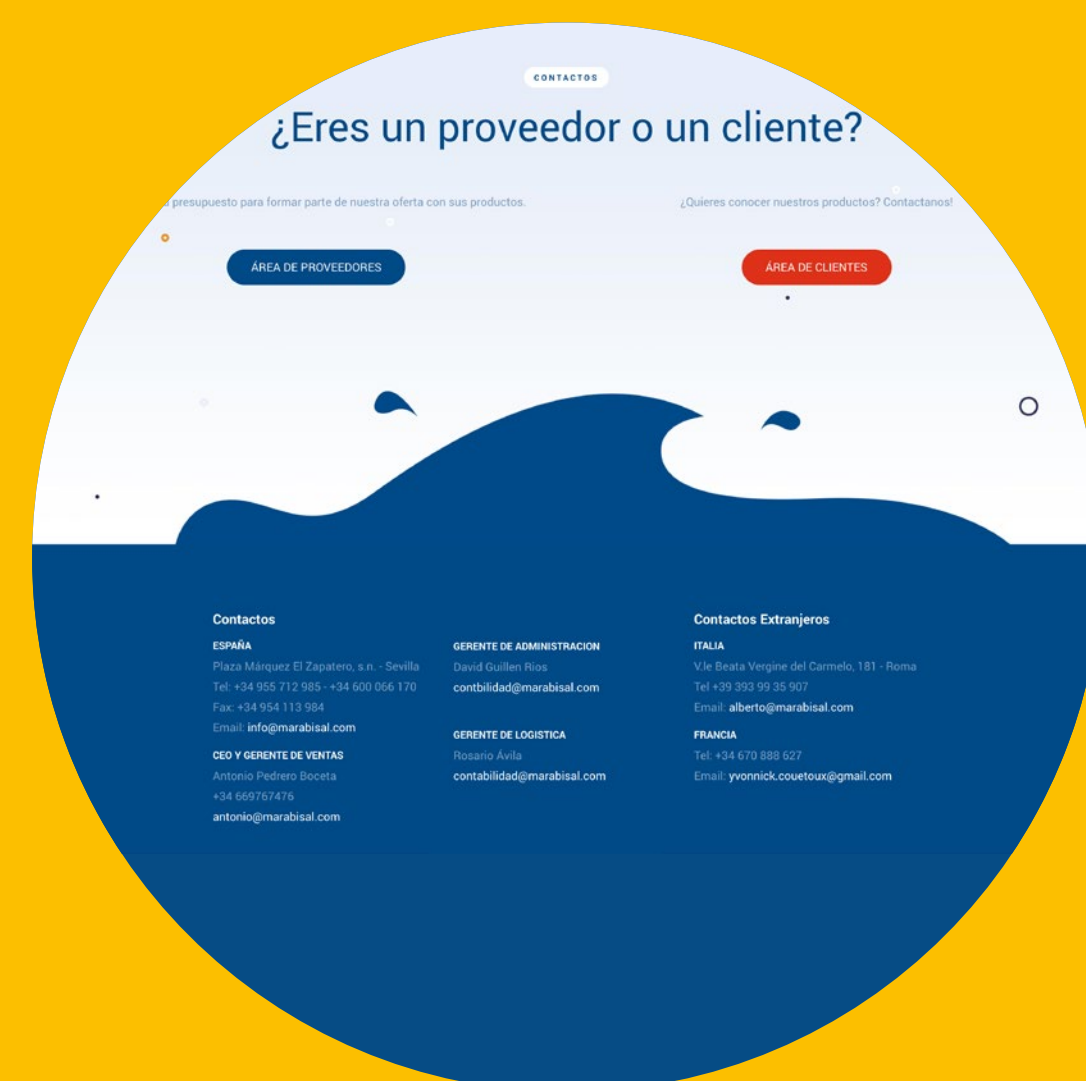
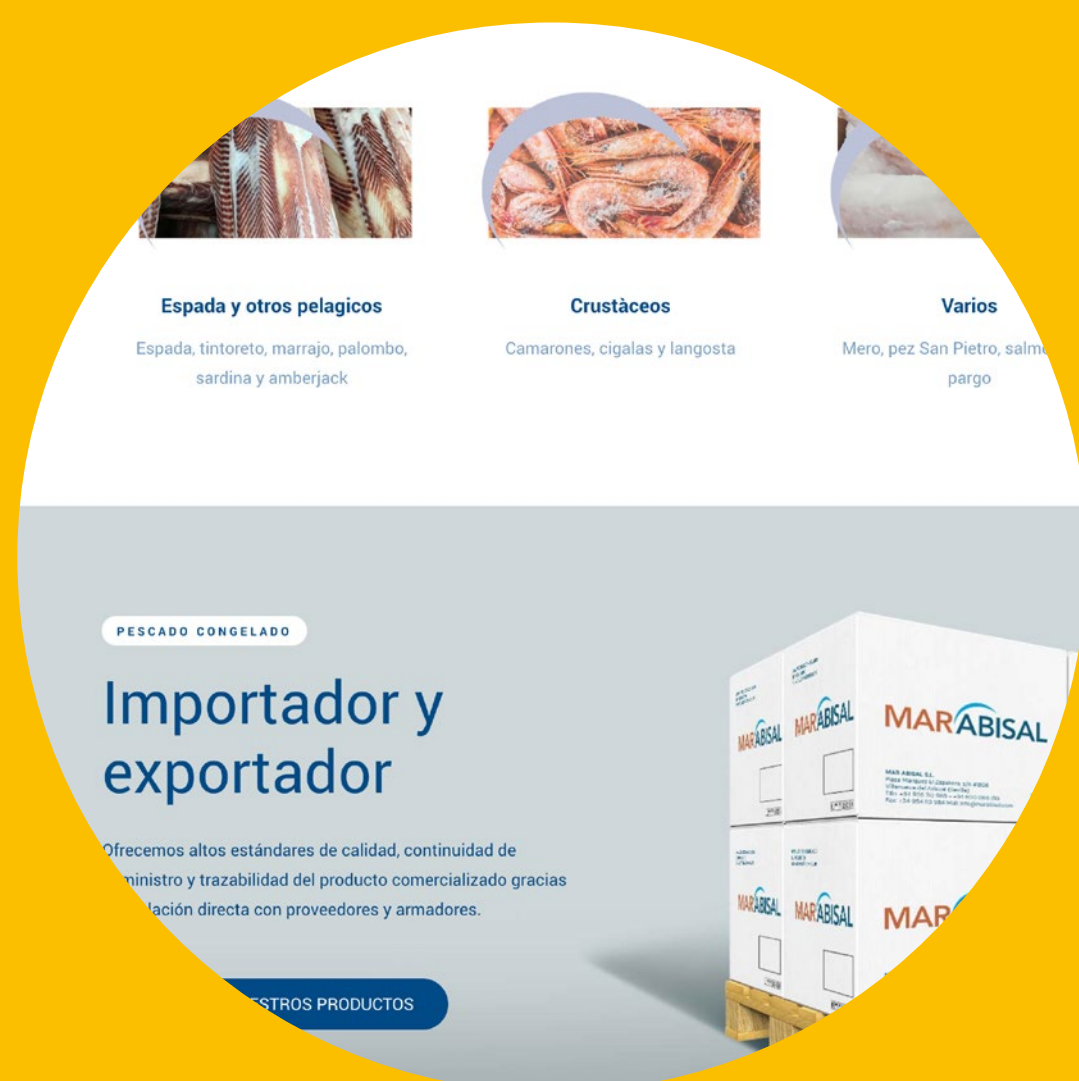
#### Differens Srl - Marketing & Innovation

Ancona, Italy

[www.differens.it](http://www.differens.it)



**Differens**  
MARKETING & INNOVATION



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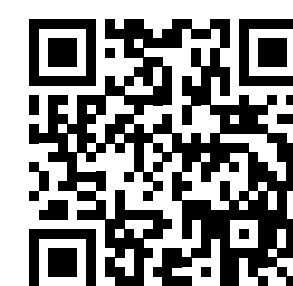


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# Web App of an online audioguide for solar boat Guadaluxe

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Innovation  
Voucher

Blue Growth  
Innovation  
Creative  
Bluetourism  
Audiovisualguide  
Extendedexperience

Development of an online audioguide through a web app for a solar boat that performs tourist cruises on the Guadalquivir River, Seville.

Guadaluxe is the only ecological cruise company that operates in Seville. In addition to the service it offers, an “online” audio guide has been developed so that passengers can complement the tour with relevant information about the history of Seville and its river.

Passengers will be able to access the application from their cell phone and listen to the explanations as the route on Guadalquivir goes on. By being able to choose each passenger the language, the historical information of the audioguide was enlarged, improving the experience of passengers in a didactic way.

## COMPANY

### **ELECTRIP, ECOCRUCEROS POR EL GUADALQUIVIR S.L.**

*Guadaluxe: the only ecological cruise company in Sevilla*

**Sevilla, Spain**

[www.guadaluxe.com](http://www.guadaluxe.com)

## KNOWLEDGE PROVIDER

### **NTL Studio**

**Sevilla, Spain**

[www.ntlstudio.com](http://www.ntlstudio.com)



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