

WIN-BIG **BALTIC** EVENT

Empowering Women in the Baltic Blue Economy:
Innovation, Growth, and Connection

5-6th November | Kiel, Germany

Alum

Organised by: 



Blaue
Bioökonomie



KIEL
MARINE
SCIENCE



PANEL 2

BLUE BIOPRODUCTS



Moderator:

Natascha Jaspert

SUBMARINER Network

WIN-BIG Baltic Event | November 5th | Kiel, Germany



Funded by
the European Union

PANEL 2 – BLUE BIOPRODUCTS



Rasha Shtay
Kiel University



**Anne Stald
Møllmann**
Havhøst



Ben Schwedhelm
My Spirulina

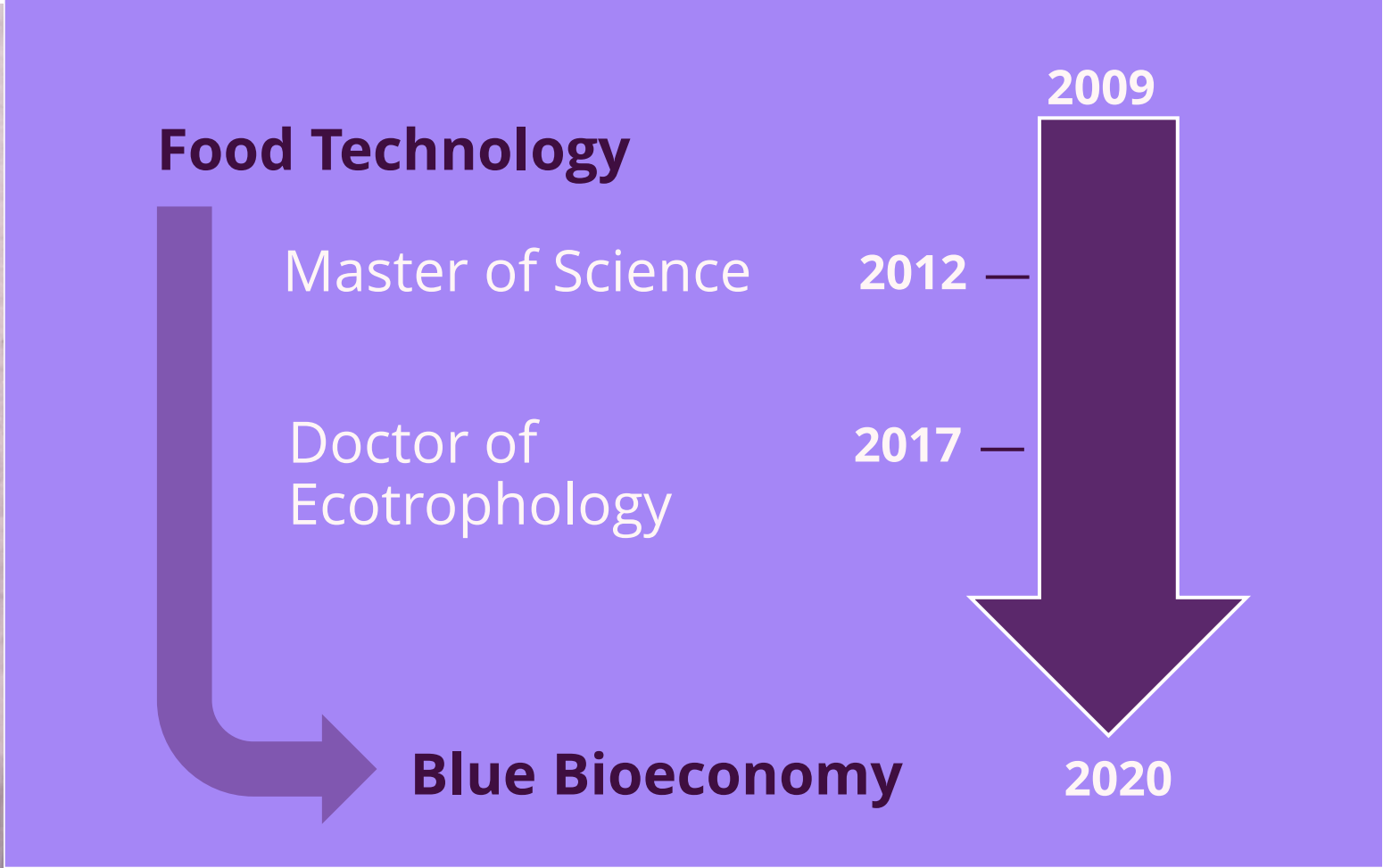


**Tina Maria
Seligmann**
SUBMARINER
Network



Julia Lange
Coordinator Innovation
Cluster Bioeconomy Kiel

Rasha Shtay | Kiel University



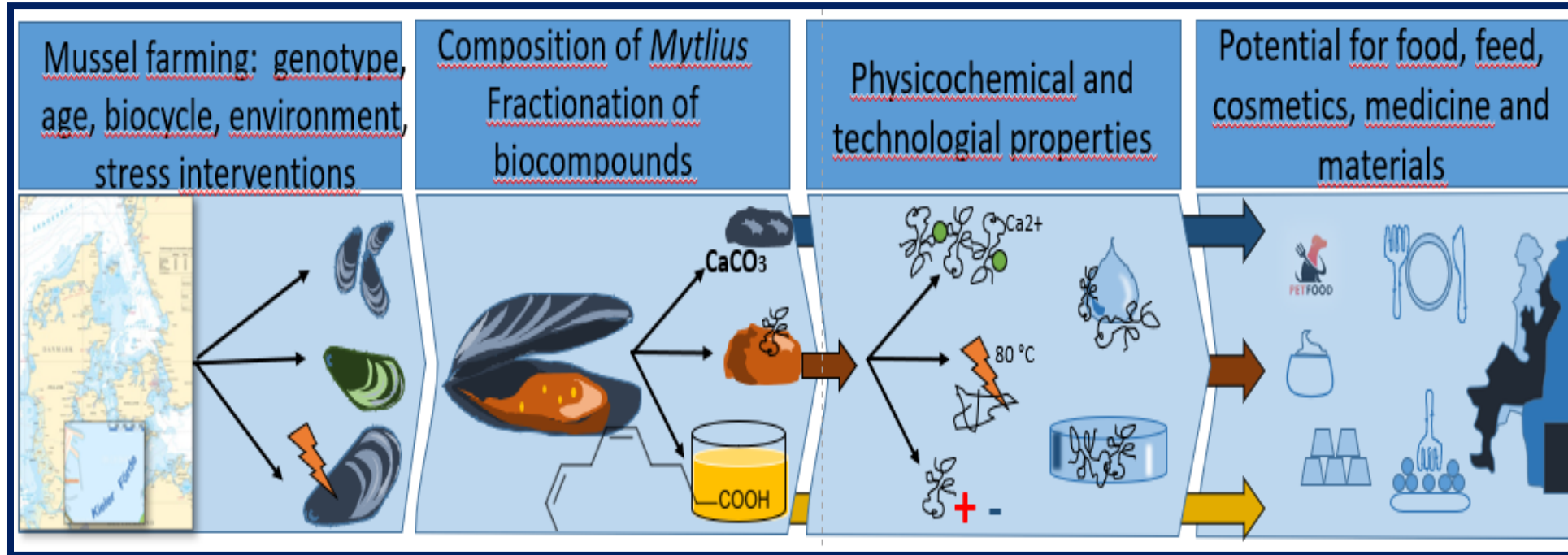
Why Bioeconomy?



Protein Research



Conception and Strategies



MyBioFac



Federal Ministry
of Education
and Research

Baltic
MUPPETS



Co-funded by
the European Union

Development of Value-added Products



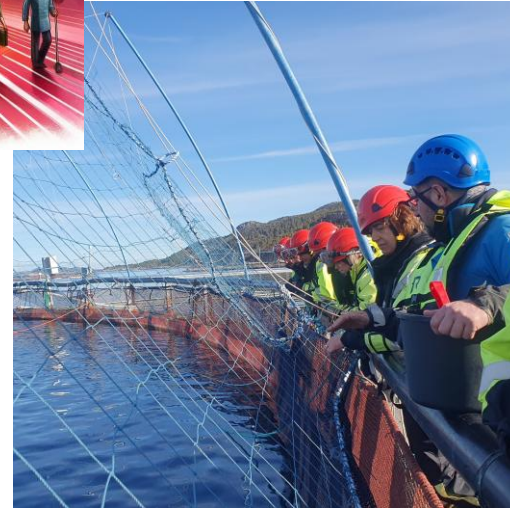
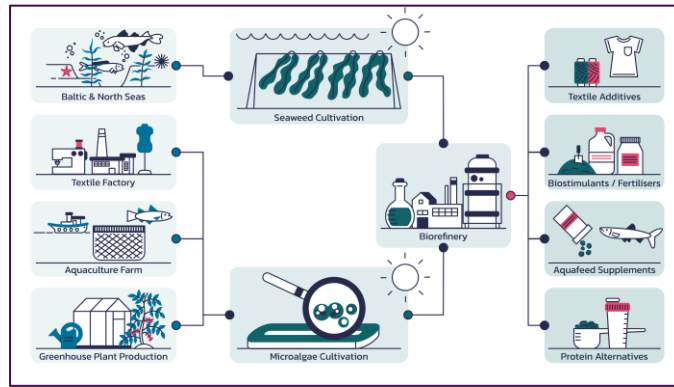
Julia Lange| Kiel University



Coordinator Innovation Cluster
Blue Bioeconomy in Germany

Aquatic resource and ecosystem
management

Transfer, Network building,
Collective Leadership

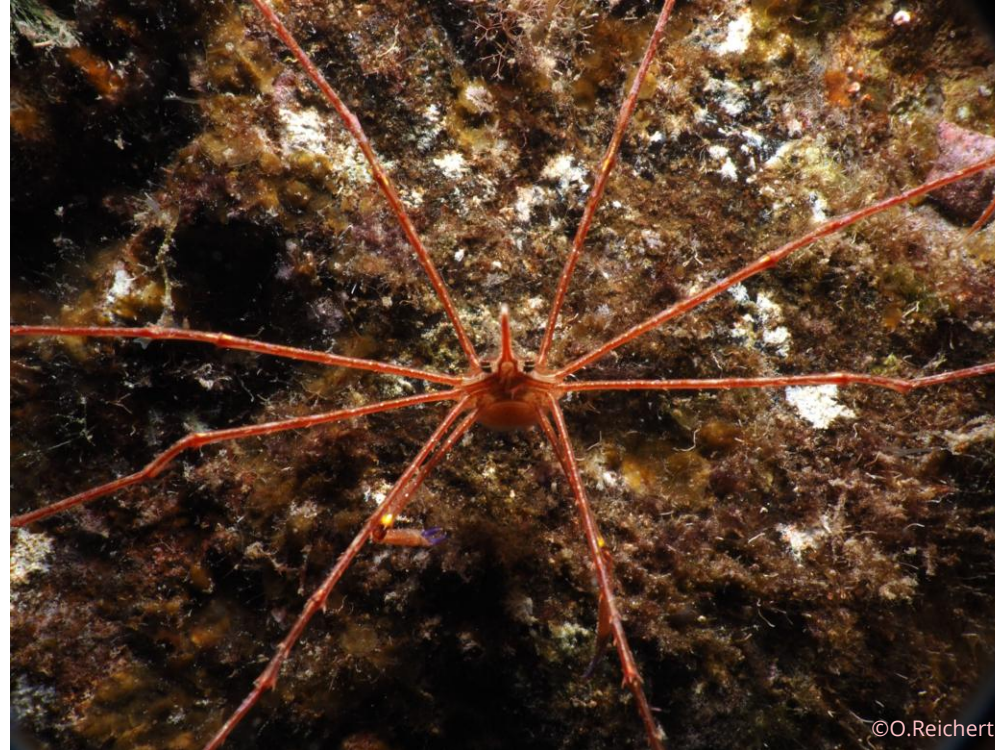


How to continue?

unemployment

reputation

full-filling expectations



Moving city for the new job

over-hours

not the right time for family

limited contract duration

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WIN
BIG



CoolBlueFuture



Managing director in the Danish
NGO Havhøst – Ocean harvest.



Gender in my sector

- Communitygardens: more women are joining – but still mostly men.
- Commercial ocean farming: male dominated. As is the rest of the primary sector in food production
- In Havhøst: +80 % of applications I receive are from women. 2/3 of employees are women. Our board is male dominated (5 out of 7)

Our vision: the future of marine food cultivation



CoolBlueFuture



Ben Schwedhelm | My Spirulina



Biologist and Founder of MySpirulina

- During a 2 year stay in Seoul, South Korea got to know algae better as food source
- Started cultivating Spirulina at home
- Moved to Kiel to study Biology at CAU – research about algae
- Through a coincidence got into the start-up scene
- Founded MySpirulina GmbH – Sold more than 200 Prototypes of the first Home Spirulina-Farm
- And here we are !

MAKE YOUR OWN SUPPLEMENT AT HOME

info@my-spirulina.de
www.my-spirulina.de

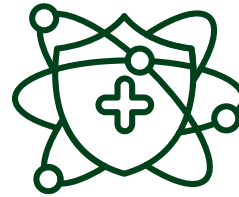
MY daily green
boost
**SPIRU
LINA**



SPIRULINA



**Enhances Energy and
Concentration**



**supports the
immune system**



**promotes healthy
hair and skin**



**World Health
Organization**

“Best Food for Future “



WHY AREN'T WE CONSUMING SPIRULINA DAILY?

Problem

Spirulina isn't convincing for everyone (yet)



Unclear
cultivation



Lack of
sustainability



Loss of nutrients



Not tasty

Solution

The first Spirulina farm for your home

MY daily green
boost
SPIRU
LINA

100%

Transparent

Sustainable
cultivation at home

Maximum
Freshness



CUSTOMER EXPERIENCE

Produce your own superfood



Setup of the Farm



Uncomplicated & fast



Harvest



Simple & Regular every 1-2 weeks ~50g



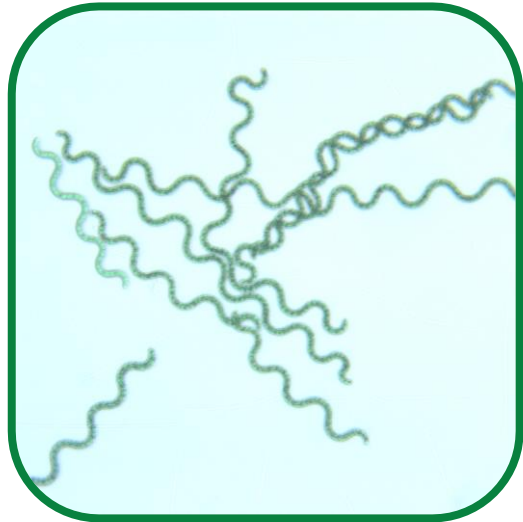
Enjoy



Versatile & Delicious

Customer benefits

Healthy nutrition have never been so easy & green



**Transparent
production**



Sustainable



**Maximum
nutrients**



Fresh Spirulina

A strong network as a foundation

Team

Ben Schwedhelm

Biologie – CAU Kiel

Management, Research & Sales

Samir Karim

Electronic Engineer M. Sc. – CAU Kiel

Product development

Sara Farzaneh Nejad

Business Communication – HTW Berlin

Marketing & Communication

Yannic Lott

Informatik & Sport – TU Darmstadt

Entwicklung & IT

Partner

Universities



Christian-Albrechts-Universität zu Kiel



TECHNISCHE
HOCHSCHULE
LÜBECK

FABLAB
KIEL



Scholarships & Awards



Entrepreneurship Award
1. Platz



Existenzgründungen
aus der Wissenschaft



Young Algaeneers
Symposium

2025 | ALMERIA

1. Platz Innovationspreis +
1. Platz Publikumspreis



Partner



founders bay



FOODHYPER
BY LI FOOD



DAS BLAUE NETZWERK



FOOD / AGRO / BIOTECH



waterkant

Tina Maria Seligmann | SUBMARINER Network



- Background: food science and technology
- Several years of experience in food law, advising companies, including many food start-ups in regulatory affairs
- Specialised further in environmental science and sustainability
- Side profession: work in public education for food and sustainability
- Works at SUBMARINER Network for the past 2 years in projects on the topic of algae for food and feed applications in close contact with the industry

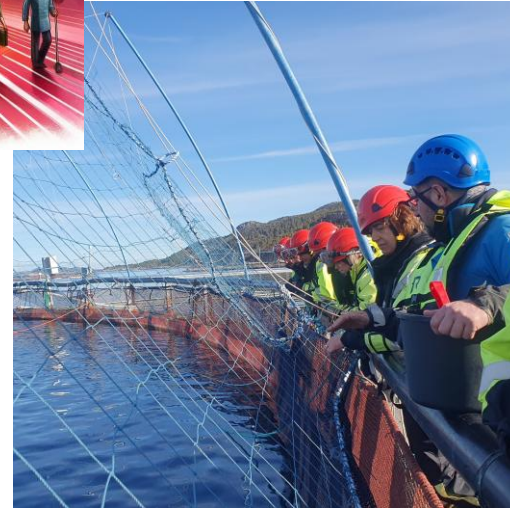
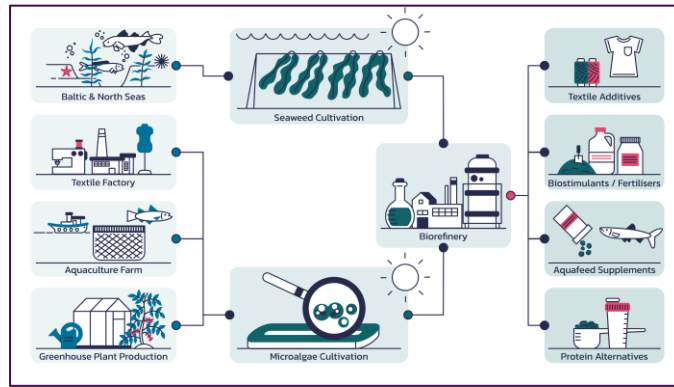
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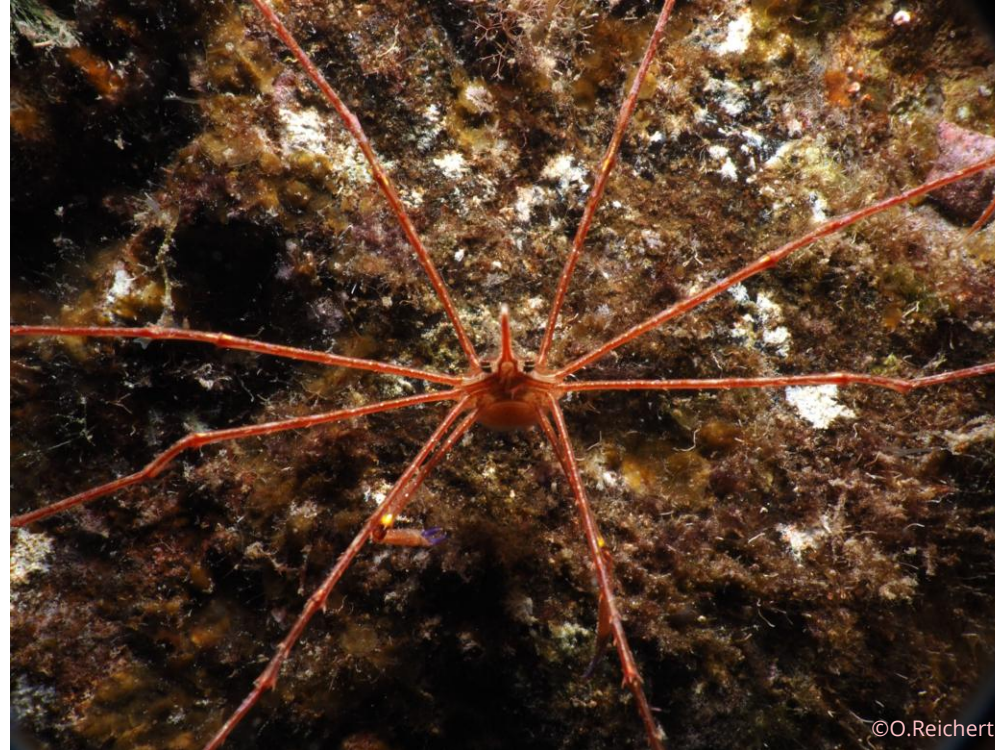


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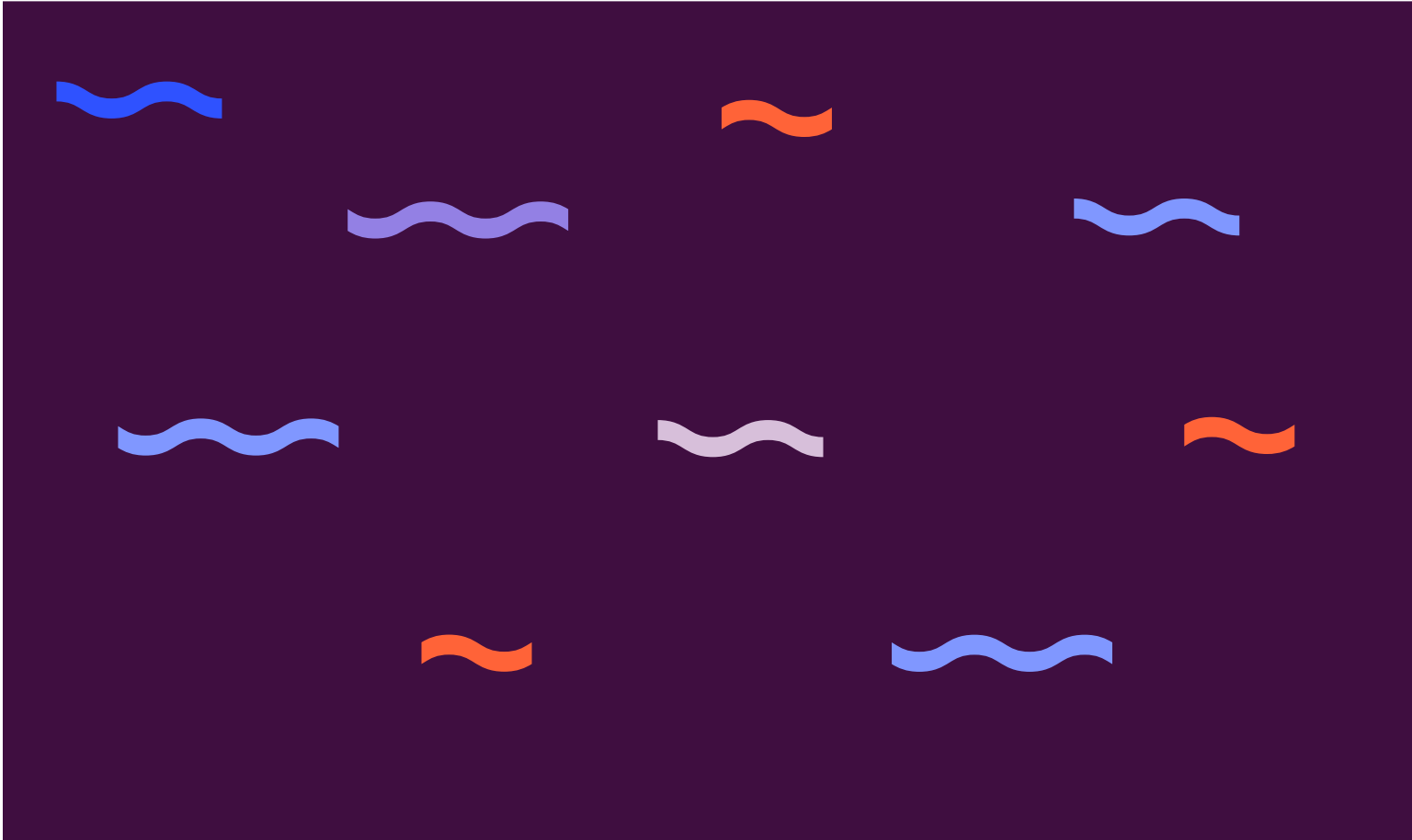


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THANK YOU

Get in touch with us!



FOLLOW US!



Questions panel

- **Rasha:** What challenges and opportunities do you encounter when developing sustainable marine-based recipes for the pet food industry? And how can women lead innovation in blue bioproducts to create products that are both sustainable and marketable?
- **Anne:** Mariculture is a growing sector with potential for regenerative outcomes. Can you share insights on the role of women in mariculture? What barriers do women face in this industry, and how can we encourage more women to become entrepreneurs in maritime gardens or similar initiatives?
- **Ben:** From your perspective, Ben, what can men do to support women in the sector? What barriers have you observed, and what practical actions help foster equality?
- **Tina:** The food and feed sectors are still largely male-dominated in many parts of Europe. What strategies do you think could help increase women's visibility and leadership in these industries?
- **Julia:** How do you navigate the transition from research to market-driven innovation in the Blue Bioproducts sector? Any particular insight or advice for other women?