



NEWSLETTER 13

Market study
and SWOT Analysis



UNTIL NOW

The LIFE ALGAECAN plant continues to be stopped until the start of juice production in spring by the company VIPI (Slovenia).

In the meantime, progress has focused on both the technology replicability plan and market analysis.

Regarding the Replicability Plan for the innovative LIFE ALGAECAN treatment technology, the full-scale design is being carried out for the NOMIKOS and AGROSPARTA companies in Greece, the former for tomato processing and the latter for olive processing.

Key impediments to commercialization of ALGAECAN

Absence of clear regulatory framework for algae and algae-based products

– European standards are underway

Proof in other environmental conditions and scale

Process integration and refinement – Adjustment of current wastewater treatment infrastructure

Requirement for land near facilities, depending on the algae production scale

Undeveloped market and supply chain for algae biomass

Prices of substitutes (fertilizers and animal feed)

Lack of financing

Risk awareness from water industry and other stakeholders – Hesitant to invest in pilot projects and test facilities

Inertia of existing facilities / utilities

Mindset: Treatment instead of resource recovery and revenue generation

Training and skills shortages in industry

Public perception

The market study has identified the main impediments to the commercialisation of the technology.

A **serious disadvantage** is the market prices of inorganic fertilisers and animal feed, which are considerably lower than the cost of microalgae production.

SWOT analysis can be a very important tool for any business.

It can identify and exploit the company's strengths, invest in them and take advantage of future opportunities that may arise. It can also identify the threats and dangers that will arise and avoid them with appropriate measures.

Strengths

- Reduction by 100% waste sludge generation
- Water recirculation
- Environmental solution to FVP industry
- solution in controlling and treating liquid effluents
- Wastewater treatment alternative
- High quality final effluent & by-product
- CO₂ emission reduction and to energy savings
- Profitability of the by-product
- Improvement of side - industries sustainability
- Environmental Directives compliance
- Easy replicable system

Weaknesses

- Optimisation the algae production process
- Risk of contamination of micro-algae affecting its quality
- Unstable wastewater stream
- Overcoming the preferences for chemical fertilizers
- Algae scale of production
- Extensive authorization procedure

Opportunities

- Algae exploitation & growing market
- Organic pharming trends
- Nutritional quality potentions
- Positive image of algae
- diversification strategy for food and feed inputs.
- Natural products trend in Europe
- Incoming policy and financial framework

Threats

- New competitors
- Dropping market prices
- Microalgae's production technology challenges
- Sustainability of algae from wastewater questioned
- Microalgae upper tolerable limit questioned
- European regulations not harmonized at a union level
- Conservatory investors

THE NEXT...

The treatment plant will be back in operation during the coming spring months at VIPI when production will start again. Further presentations of the project and contact with interested parties will take place.



www.lifealgaecan.eu

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LIFE ALGAECAN

