**ACADEMIC PROJECT SUBMISSION DETAILS:**

<table>
<thead>
<tr>
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<th>PROJECT #: 55</th>
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<tbody>
<tr>
<td><strong>Supervisor/s:</strong></td>
<td>Tim Coltman and Marie Magnusson</td>
</tr>
<tr>
<td><strong>Project Title:</strong></td>
<td>Blue Tech Aquaculture: Extending the Business Case for Investment in Brown Seaweed Cultivation</td>
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<tr>
<td><strong>Field:</strong></td>
<td>Science and Business Model Innovation</td>
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<tr>
<td><strong>Division/School:</strong></td>
<td>Division of Management School of Management &amp; Marketing</td>
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**EXPECTED OUTCOMES:**

1. Draft business case for brown seaweed cultivation
2. Complete analysis using Business Model Canvas framework to support thoughtful recommendations
3. Pitch for capital funding ppt presentation

**STUDENT TASKS:**

1. Familiarise yourself with the 'Business Model Canvas' framework
2. Conduct research to identify how brown seaweed can create for customers (current products, market size and value)
3. Contact and interview customers, partners, competitors to identify opportunities and bottlenecks
4. Investigate supply chain logistics, harvest, drying, freight
5. Develop preliminary cost structure model for a minimum size farm and RoI
6. Document any regulatory/environmental issues and conduct a stakeholder needs analysis

**REQUIRED SKILLS:**

1. Passion for innovation and entrepreneurship
2. Written and verbal communication skills
3. Ability to work with internal and external stakeholders
4. Self-motivated and pro-active

**PROJECT ABSTRACT:**

Brown seaweed Ecklonia radiata is native to New Zealand. This seaweed has a range of potential uses and applications, including alginate production (e.g., material & food thickener), as an abalone feed, and as an agricultural biostimulant (e.g. AgriSea type products). The primary aim of this project is to build upon a highly successful 2019/2020 summer scholarship project that developed a business case for large-scale cultivation of Ecklonia radiata biomass. The logical extension upon this work is to develop a pitch proposal that is closely tailored to capital investment community expectations.
This will require a wider category perspective to shed further light on the:

- integrated customer solution
- size of the opportunity in domestic and international markets
- how integrated solution will be delivered to customers
- implementation plan for Ecklonia strategy
- key uncertainties

The project will require any successful applicant to engage with researchers in the Coastal Marine Field Station; talk to potential customers, partners, and industry competitors. During this summer project you will encounter first hand, the chaos and uncertainty of working on a real innovation project. The student will also have the opportunity to participate in Priority One’s Summer Open Lab (SOL) programme, which provides weekly workshops on the theme of innovation for students undertaking summer projects across the Western Bay of Plenty. This is designed to fit realistically within their workload, and will offer opportunity to network with local companies and other students, and build skills and capability relevant to their career development.
# Summer Research 2020/21

## Project Abstract

## ACADEMIC PROJECT SUBMISSION DETAILS:

<table>
<thead>
<tr>
<th>Supervisor/s:</th>
<th>Mark Kilgour and Huw O’Connor</th>
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</thead>
<tbody>
<tr>
<td>Project Title:</td>
<td>Creativity in online education: how to improve engagement in a blended learning environment.</td>
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<tr>
<td>Field:</td>
<td>Social science</td>
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<tr>
<td>Division/School:</td>
<td>Division of Management</td>
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### EXPECTED OUTCOMES:

1. Research poster
2. Journal Article

### STUDENT TASKS:

1. Systematic literature review
2. Development of Research Questions
3. Development of an Exploratory Survey Instrument
4. Interviews
5. Nvivo analysis
6. Write up
7. Research Poster

### REQUIRED SKILLS:

1. Marketing Undergraduate Degree
2. Strong Interpersonal Skills
3. Marketing Research Expertise

### PROJECT ABSTRACT:

The covid-19 global pandemic has required tertiary education providers to transition quickly to online tertiary provision. In this environment it is important to understand how to balance the need for high quality learning outcomes, with aspects that ensure engagement in a variety of new media environments. Lessons from the advertising industry, where creativity is central to the successful development of awareness, attitude change, and changes to behaviour, can provide insights into how to engage tertiary students in this new media environment.
PROJECT ABSTRACT:

Using a model of creativity that involves the three constructs - originality, appropriateness and artistry (Kilgour 2019), this research will identify how creative content can be developed to optimise learning outcomes in a blended learning environment. This is an exploratory study that will focus primarily on a systematic literature review and preliminary interviews with a range of learning and new media experts, and customers. The results will provide practical implications for improved blended learning approaches as well as the basis for further experimental studies.