



HiveAlive

MIIN in Mayo - Blue Bioeconomy Perspectives

Dara Scott – Managing Director

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Company status

- Seaweed based liquid feed supplement for honeybees
- Began selling in 2013
- #1 bee feed supplement in the world
- Selling in 50 countries
- Recent product diversification
- Strong growth



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bees worldwide

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Getting Set-Up

- My background
- In the shed
- Innovation vouchers
- Working with universities
- Contract manufacturing
- Udarás na Gaeltachta support invaluable
- Published paper to show HiveAlive benefits



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Hard Slog

- No money
- Formulation change
- Expansion into as many markets as possible
- Cheap promotion: Webinars, Free samples
- Wasn't sure we would make it

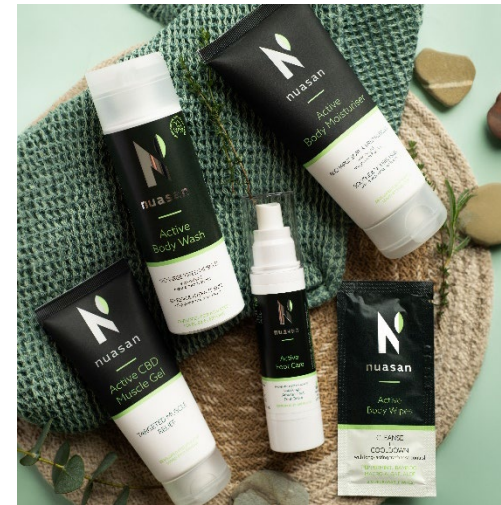


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Breakthrough

- US market
- New products developed
- Launched new brand Nuasan



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Random Thoughts

- Marketing key: Emails important
- Irish seaweed
- Support makes it a whole lot easier
- Europe not a level playing field when it comes to regulation
- Microsoft Power BI; Free & powerful tool
- Clickup; essential task management tool inc CRM
- Train your Chatgpt
- Canva
- Look at problems as opportunities to make improvements



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