



MTS 
marine technology society

THE OCEAN ENTERPRISE

January 20, 2026

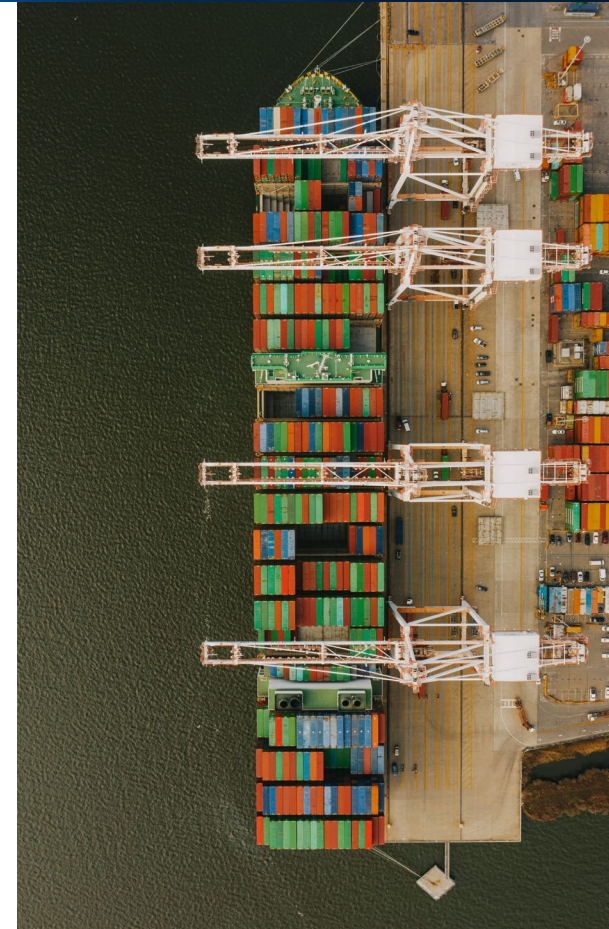
Developed by the
NOS Ocean Enterprise Team and MTS

The Scope and Scale of the Ocean Economy

Nearly 40% of the U.S. population lives in coastal counties and over 90% of the goods and products we use rely on our ports and coastal/maritime industries.

The U.S. has one of the largest Exclusive Economic Zones (EEZ) in the world, covering over 4,000,000 square miles of vast ocean and coastal areas... larger than the entire US landmass.

Marine industries within the US and our EEZ including defense, security, shipping, offshore energy, fishing, construction, coastal management, tourism, and many others generate over **\$827 billion in output** per year (2023) and employ millions of Americans, contributing to US economic competitiveness and national security. Recent data shows that while components of the US marine economy are growing at an almost 25% faster rate than the broader economy, marine technology remains a critically under-invested market vertical.

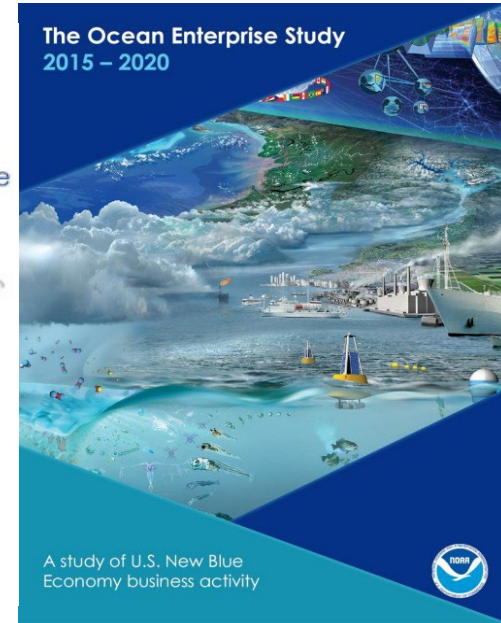


Ocean Enterprise Study 2025

- In February 2026, the Ocean Enterprise team will be releasing the 2025 3rd iteration of the Ocean Enterprise Study highlighting the economic growth and evolution of the Ocean Enterprise as a major contributor to the overall US ocean economy.



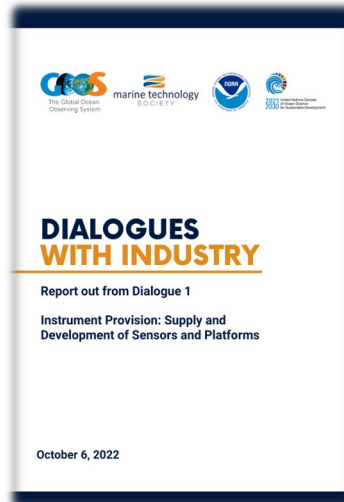
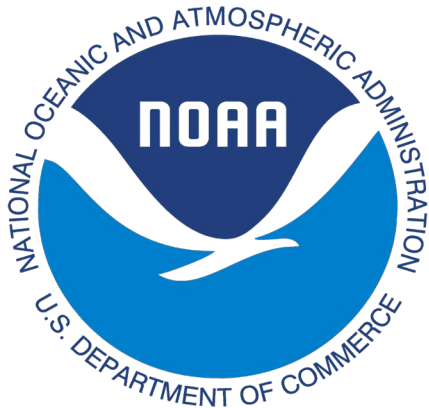
*2020 figures





OCEAN ENTERPRISE INITIATIVE

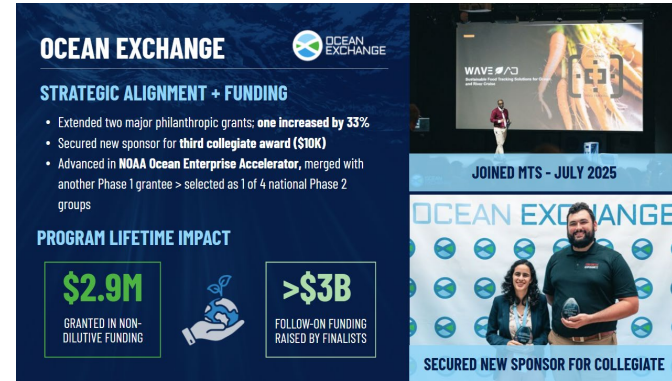
This program, led by NOAA and the Marine Technology Society (MTS), brings together government and industry stakeholders to spearhead innovation, strengthen public-private partnerships, and increase economic development within the Ocean Enterprise and wider Ocean Economy.



Opportunity runs deep™

Overview of MTS

- Founded in 1963 as a network where engineers, scientists, operators, and policymakers convene - MTS brings more than 60 years supporting the ocean technology community
- We are an industry driven professional society with more than 2500+ members, 80+ corporate members, and 20,000+ person network
- MTS signature program areas include **Ocean Exchange**, the **MATE ROV Competition**, and the **Ocean Enterprise Initiative** along with core society activities and initiatives including **professional committees**, **workforce development** and **early career ocean professional programming**



OCEAN EXCHANGE 

STRATEGIC ALIGNMENT + FUNDING

- Extended two major philanthropic grants: **one increased by 33%**
- Secured new sponsor for **third collegiate award (\$10K)**
- Advanced in **NOAA Ocean Enterprise Accelerator**, merged with another Phase 1 grantee > selected as 1 of 4 national Phase 2 groups

PROGRAM LIFETIME IMPACT

\$2.9M
GRANTED IN NON-DILUTIVE FUNDING



>\$3B
FOLLOW-ON FUNDING RAISED BY FINALISTS

JOINED MTS - JULY 2025

OCEAN EXCHANGE

SECURED NEW SPONSOR FOR COLLEGIATE





WORKFORCE DEVELOPMENT

What we will deliver:

Recognition of skills - microcredentials

NOAA's Role in Growing the Ocean Enterprise

NOAA is both a scientific steward and economic engine supporting the US Ocean Enterprise and wider ocean economy. Key areas of support include...

- Providing foundational data and regulatory/legal framework that enables maritime industries to function and flourish.
- Ensuring resource sustainability and management.
- Defining needs and requirements in partnership with public and private stakeholders/partners.
- Supporting innovation/entrepreneurship, and economic development of ocean resources and ocean-based industries.



Ocean Enterprise: Our Approach to Industry Engagement and Market Growth

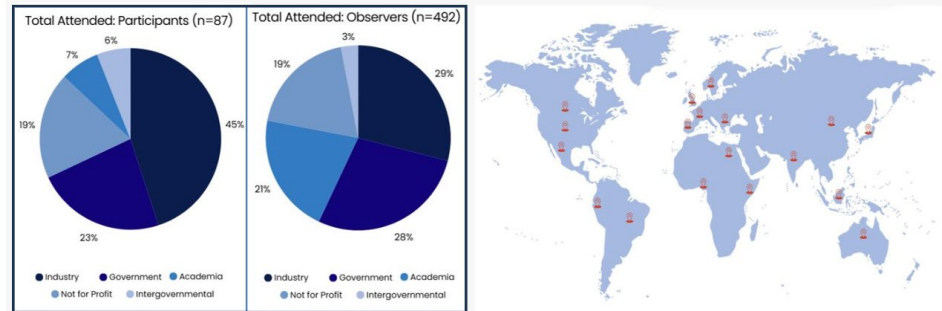


Dialogues with Industry: Exploring value chains, barriers, and opportunities across the Ocean Enterprise

- Industry engagement across the entire Ocean Enterprise landscape
- The first Dialogues with Industry tracked the Ocean Information value chain across four different conversations
- The latest Dialogues with Industry examined Ocean Observing of the Future including Emerging Technologies, Costs and Utility, and Market Maturity

Participant Demographics - *Dialogues with Industry*

Inaugural Dialogues Series 2022-2023



Dialogues with Industry: Collaboration and Engagement Across Ocean Industry, Government, Investors, and Research

MTS

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Standards Dialogue Synthesis

What Standards are Needed to Accelerate the Ocean Enterprise?

Workshop at Oceanology International, London, March 2024

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²Ultranis Technologies
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⁴National Oceanic and Atmospheric Administration
⁵Kongsberg Discovery

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Dialogues with Industry

Ocean Observing of the Future

Sensors, Instruments, Platforms, and the Market Ahead

Save the Date(s):

- OCT 8** | Enablers, Infrastructure, Emerging Technologies
- OCT 28** | Advancements in Sensors and Platforms
- NOV 19** | Business Case and Market Maturity

Time: 10:30 AM - 1:00 PM ET (same time for each event)

Register now >
oceanenterprise.com/events

PRESENTED BY OCEAN ENTERPRISE INITIATIVE

OCEAN ENTERPRISE INITIATIVE

Dialogues with Industry

Ocean Observing of the Future: Emerging Technologies, Enablers, Infrastructure

Report Out from Dialogue 1

MTS

*Cover photo: ROV Beta inspects a flooded German coal mine by Helge Renkewitz & Oliver Pütz

TechSurge Convenings

Targeted industry convenings that address key topics and opportunities in Ocean Enterprise and wider ocean economy areas. Recent TechSurge topics include...

- *Ocean Biodiversity and resources*
- *AI for the Ocean*
- *Fisheries and Benthic Monitoring*

The TechSurge schedule is flexible and responsive to evolving priorities. We are currently working with NOS leadership on a plan for a Deep Sea Critical Minerals TechSurge.



BlueConneX is the global platform for connecting and accelerating a sustainable and prosperous Ocean Enterprise across governments, industry, technology, investment, and innovation communities.



BlueConneX

Explore the Global Ocean Enterprise Market and Landscape

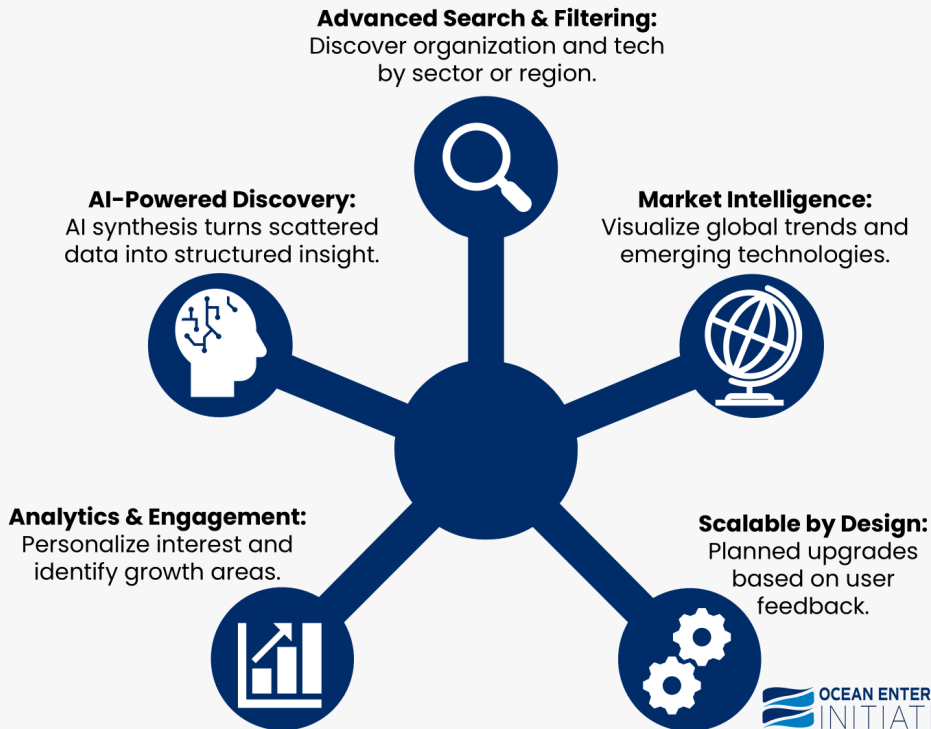
blueconnex

 **Launching March 10 at #OceanologyInternational**
BlueConneX — The AI-powered platform for the Ocean Enterprise



BlueConneX and the Ocean Enterprise Landscape

BlueConneX, is an AI-powered platform built for **discovery, connection, and growth.**





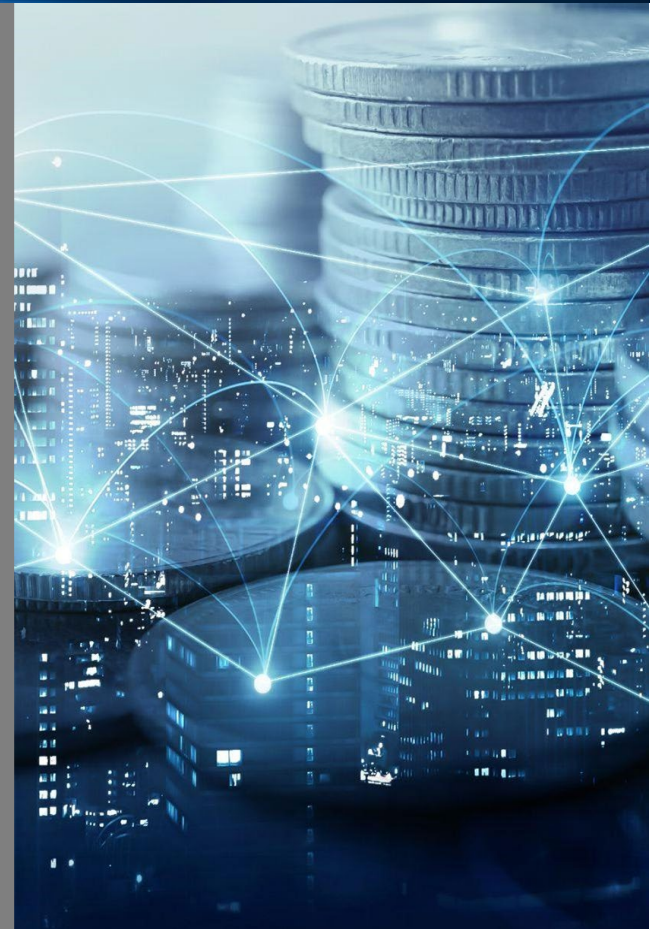
OCEAN ENTERPRISE ACCELERATOR PROGRAM



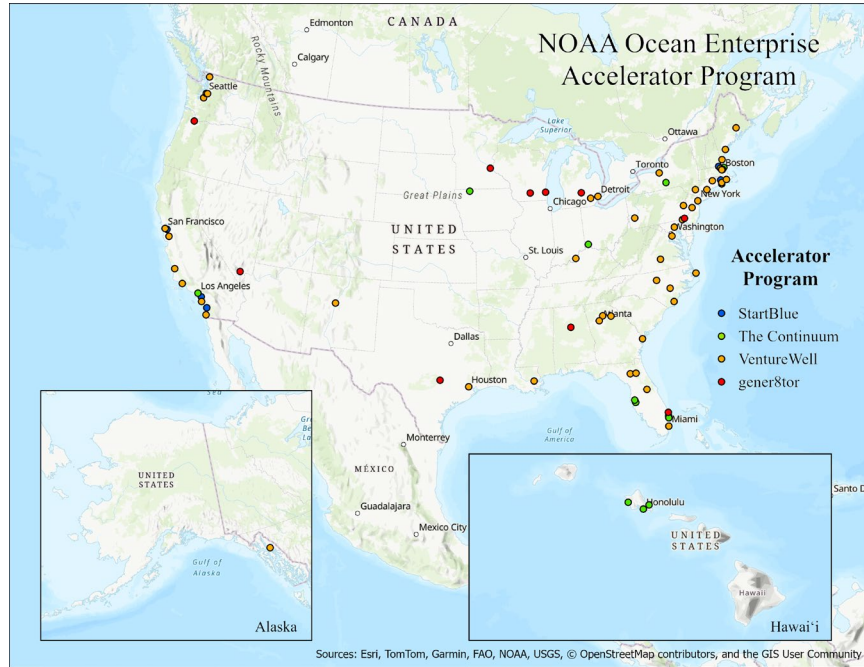
Purpose: NOAA is providing a combined total of \$60M in funding over the course of ~4 years to support businesses developing and commercializing new ocean products and services related to NOAA's mission in support of US economic and security goals.

Coordination: NOAA-NOS is collaborating with other NOAA offices (TPO) as well as DOD, DOE, and many private sector partners and finance organizations to identify and support US Ocean Enterprise small businesses and entrepreneurs.

Goal: U.S. businesses commercializing their products and services, directly addressing marine industry identified needs and opportunities.



OCEAN ENTERPRISE ACCELERATOR PROGRAM



Sources: Esri, TomTom, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community



NOAA Ocean Enterprise Accelerators:



Example Partnerships: (over 40)



Accelerators: By the Numbers



\$2.2M

Total Technology Development
Commercialization (TDC) Award
Amount

NOAA
AWARDED
\$54.3M
TO
ACCELERATOR
PROGRAMS

U.S. Based Accelerators



Startups in Accelerator Programs based
across 30 States and 82 Cities

Access to **network**
of mentors
and **regional,**
national, and
global partners

Accelerators Support
Ocean Economy



Launch Stage Startups
Building out core technology,
developing a business plan,
defining market opportunities

Scale Stage Startups
TLR advancements, business
development, scaling
opportunities

125

Unique businesses
supported
through 2025
Accelerator Programs



Participating
companies' focus
areas:

- Autonomous robotics
- Environmental sensing
- Marine energy and power management
- Ocean restoration and resilience

Support demand for **ocean-based**
products and **services** to grow the
Ocean Economy and **Ocean**
Enterprise

7 Cohorts

Across Accelerator
Programs in 2025

Accelerator Programs



- VentureWell
- StartBlue
- The Continuum
- gener8tor

Ocean Finance

Over the last year, the Ocean Enterprise team has begun cultivating relationships and engagements with key partners in the finance community and generated a high level of initial interest in collaboration and investment. **We believe there are key further opportunities for NOAA to play a key role in leveraging our program to support greater investment and engagement between stakeholders in the US ocean technology sector.**

NOAA, MTS, and several of our finance partners are actively developing a strategy for a series of ocean finance meetings/convenings over the next 2 years.

Ocean Enterprise Finance Convenings

In 2025, the Ocean Enterprise Initiative convened a diverse set of ocean-specific and institutional investors at **Oceans25-Chicago** to discuss a coordinated plan to leverage the Ocean Enterprise program to support innovation and investment in the US ocean economy.

April 2026, the Ocean Enterprise team will host a full-day Ocean Finance Forum as part of the **EarthX E-Capital Summit**. We will gather leaders from ocean finance community across the entire capital stack towards energizing the US ocean finance community. The EarthX Summit has global impact, convening investors, innovators, and policymakers to accelerate investment... engaging 3,000 participants from 20+ countries, catalyzing an estimated \$5 billion in follow-on funding.





Ocean Enterprise Initiative Program Horizon



- + **Grow** a vibrant Ocean Enterprise business cluster and new markets for investment.
- + **Sustain** a robust ocean observing system.
- + **Elevate** NOAA's Ocean Enterprise Accelerator Program and companion efforts.
- + **Improve** market visibility and aggregation of demand.
- + **Support** recruitment and training of the next generation workforce for the ocean economy.