

# **The RAS Business Model The final hurdle? Maybe not . . .**

Florida Shrimp Aquaculture Summit, Fort Pierce, Florida  
May 16 & 17, 2024



**The RAS Business Model**  
**The final hurdle?**  
**Maybe not . . .**  
**(Of course not!)**

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# HTH Full Spectrum Aquaculture

- Getxo, Basque Country, Spain
  - Jensen Beach, Florida
  - Zirconia, North Carolina

[www.HTHaqua.com](http://www.HTHaqua.com)

[www.FullSpectrumAquaculture.com](http://www.FullSpectrumAquaculture.com)

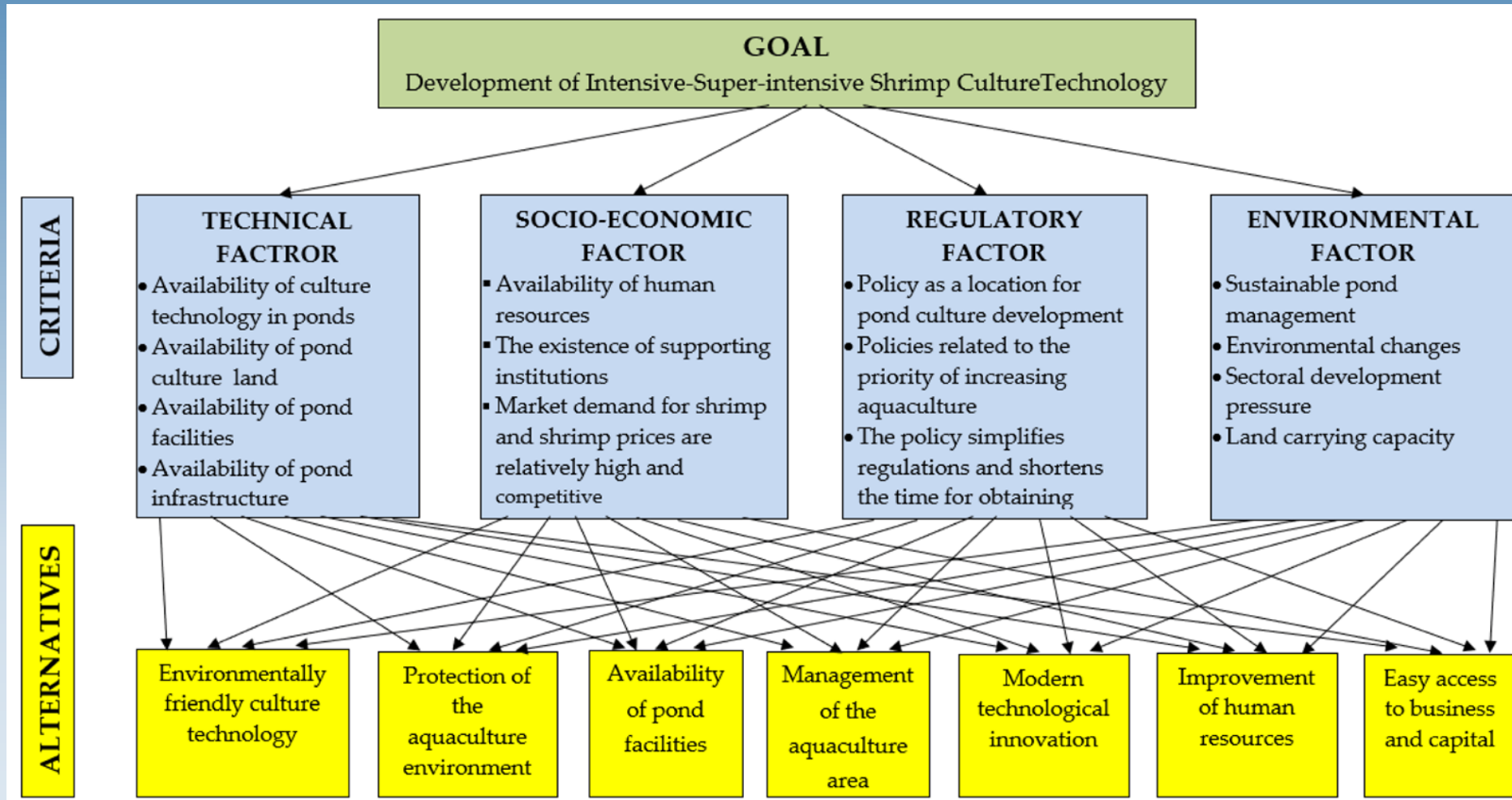


# An Act of Congress: 26 (so far . . .)

Agricultural Marketing Act, Animal Health Protection Act, Animal Medicinal Use Drug Clarification Act, Coastal Zone Management Act, Endangered Species Act, Federal Food Drug and Cosmetic Act, Federal Insecticide, Fungicide, and Rodenticide Act, Federal Meat Inspection Act, Fish and Wildlife Coordination Act, Federal Water Pollution Control Act (Clean Water Act), Food Safety Modernization Act, Lacey Act, Magnuson-Stevens Fishery Conservation and Management Act, Moving Ahead for Progress in the 21st Century Act, Marine Mammal Protection Act, Migratory Bird Protection Act, Minor Use and Minor Species Animal Health Act, National Environmental Policy Act, National Historic Preservation Act, National Marine Sanctuary Act, National Invasive Species Act, Non-indigenous Aquatic Nuisance Prevention and Control Act, Outer Continental Shelf Lands Act, Rivers and Harbors Act, Toxic Substances Control Act, Triploid Grass Carp Certification Act. List compiled by National Aquaculture Association 2024

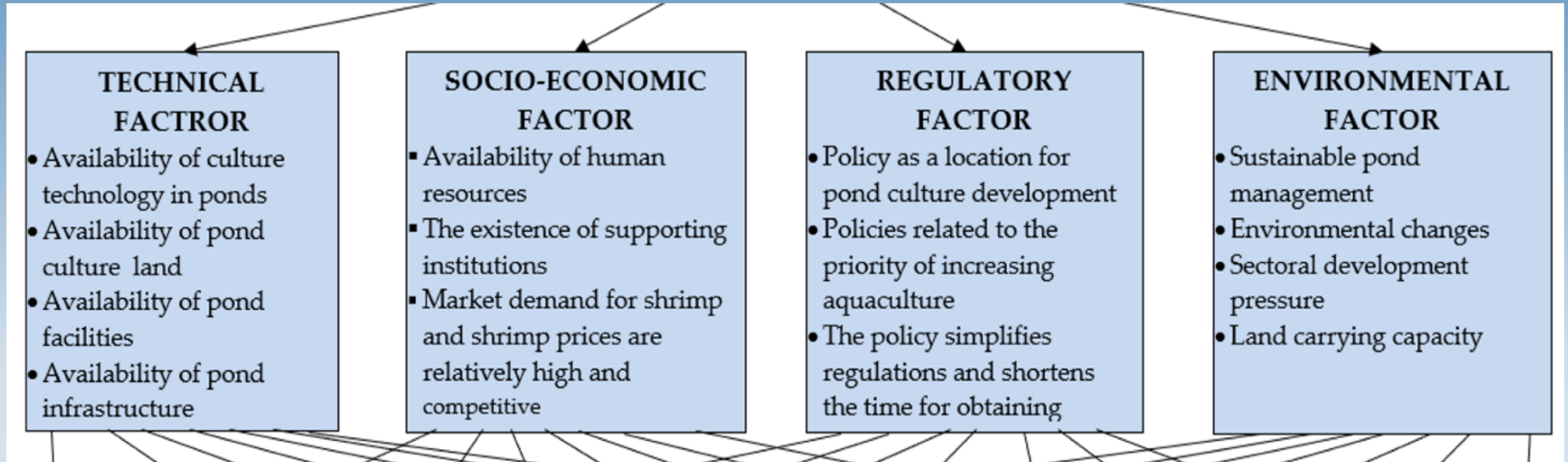
# Aquaculture Venture Life Cycle

## Goal, Criteria, Alternatives . . . a shrimp example



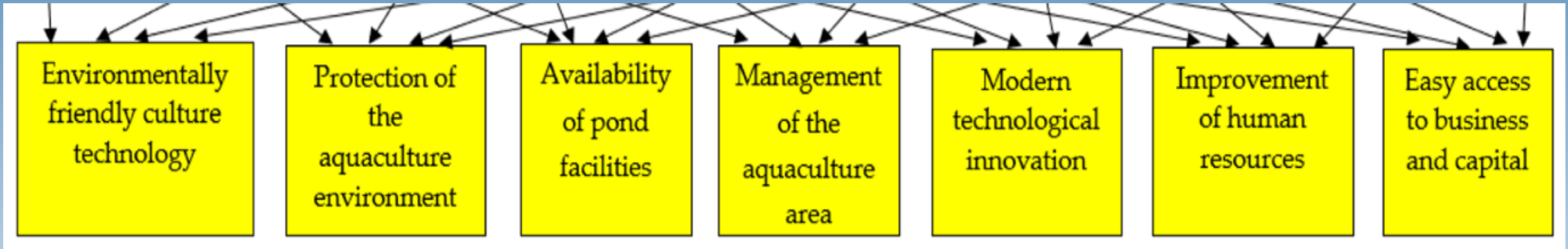
# Aquaculture Venture Life Cycle

## Criteria . . .



# Aquaculture Venture Life Cycle

## Alternatives . . .



# Aquaculture Venture Life Cycle

## GOOD IDEA(S)

- *We think we have a good idea.*
- *Let's investigate, do due diligence, ascertain feasibility*





# Aquaculture Venture Life Cycle

## GOOD IDEA(S)

- *We think we have a good idea.*
- *Let's investigate, do due diligence, ascertain feasibility*
  - **TAKE THE TIME TO ASCERTAIN FEASIBILITY**



# Aquaculture Venture Life Cycle

## MARKET KNOWLEDGE

- *Just because you can grow it is no reason to grow it!*
- *Local versus Commodity Markets: \$CALE vs **\$CALE***
- *Set realistic sales price for target form factor and packaging.*



# Aquaculture Venture Life Cycle

## MARKET KNOWLEDGE

- *Just because you can grow is no reason to grow it!*
  - **FADS ARE WHAT THEY ARE, FADS (short-lived)**
- *Local versus Commodity Markets*
- *Set realistic sales price for target form and packaging*
  - **ECONOMY OF \$SCALE WILL NOT \$AVE YOU**



# Aquaculture Venture Life Cycle

## TECHNOLOGY & FINANCING

- *Technology an important part of the story*
- *Story sells the financing, financing sells the story*
- *Technology can limit or mitigate the Acts of Congress in play*



# Aquaculture Venture Life Cycle

## TECHNOLOGY & FINANCING

- *Technology an important part of the story*
  - **DON'T VENTURE OUT TO THAT BLEEDING EDGE**
- *Story sells the financing, financing sells the story*
  - **ASSURE THAT CAPITAL IS THERE TO IMPLEMENT THE RIGHT TECHNOLOGY, AT THE RIGHT SCALE, FOR THE RIGHT DURATION.**
- *Technology can limit or mitigate the Acts of Congress in play*



# Aquaculture Venture Life Cycle

**PLANNING** - Lack of planning is number one mistake that leads to failure. If it doesn't start right, it is delusional to think it will end right.

- Five major impacts of poor planning:
  - Poor time management
  - Poor definition of objectives
  - Budget doesn't work
  - Lack of support from stakeholders
  - Exposes project to unpredicted high risks and problems



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# Aqua Venture Life Cycle



## DESIGN

- No amount of gloss can permanently hide fundamental cracks.
- A comprehensive, multidiscipline project delivery team is required.
- Look and feel are not going to replace desired functionality.
- “Design is not just what it looks like and feels like. Design is how it works.” (Steve Jobs)





# Aquaculture Venture Life Cycle

## DESIGN

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# Aquaculture Venture Life Cycle

## COMMISSIONING

- *Cx Commissioning versus Commissioning*
- *Buy what you need.*
- *Assure you got what you paid for.*
- *And have a Team that knows how to drive it.*



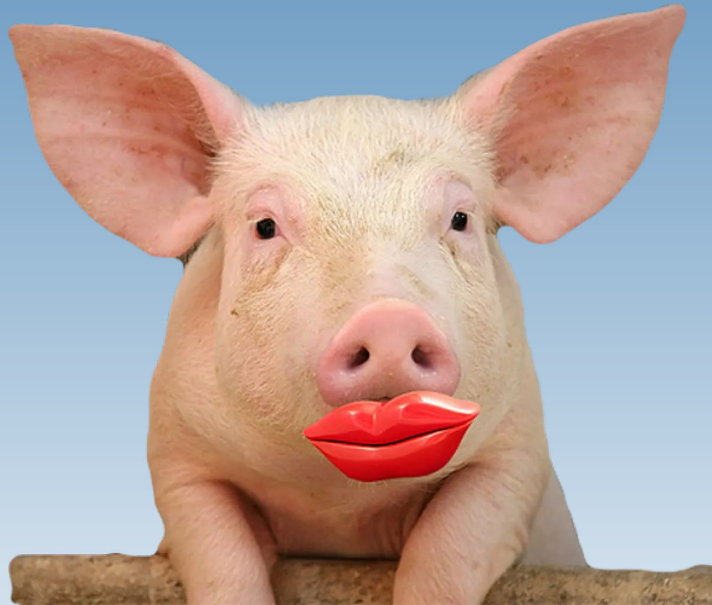
# Aquaculture Venture Life Cycle

## COMMISSIONING

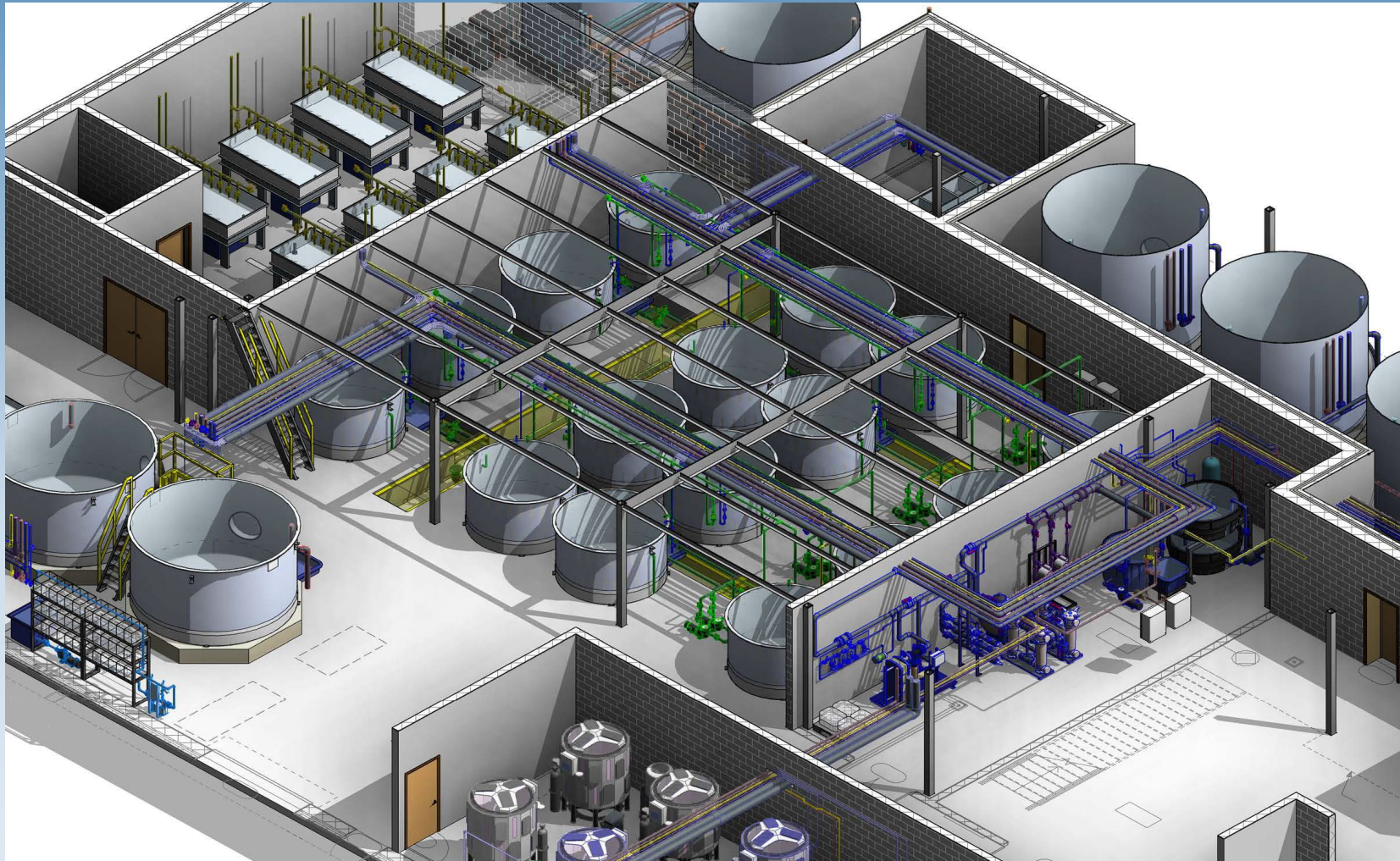
- *Cx Commissioning versus Commissioning*
- *Buy what you need.*
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- ***And to have a team that knows how to drive it.***



# The Choice is Yours . . .



# Desired Results . . . Smart, Effective, Sustainable Operations





**THANK YOU FOR  
YOUR ATTENTION**



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