

NAUTICAL INNOVATION SAILS IN MARINA DI CARRARA IN A SEA OF... START-UPS

The second edition of "A Sea of... Start-ups," an area dedicated to new businesses, research centers, and innovative projects focused on the future of the yachting industry and the blue economy, comes to life within Seatechnology 2026, the first event in Italy dedicated to companies operating in the naval and recreational shipbuilding industry. The event takes place within the Tuscany Yachting Week, which has been running for three years in Versilia, the beating heart of high-end recreational shipbuilding, in conjunction with YARE, the international event dedicated to refits and aftersales for the superyacht sector.

The space, curated jointly by IMM Carrarafiore, Navigo, the Center for Nautical Innovation and Development, and Pierpaolo Vannucci Advisors, represents an ideal meeting point between vision and experimentation, converging research, entrepreneurship, and businesses to transform ideas into solutions for the nautical industry of tomorrow. The nautical startup sector is characterized by a strong push toward environmental sustainability, electrification, and the digitalization of services. Eco-friendly silicone antifouling, upcycling for sustainability through XR and AI technology, new business models for specialized charters, edutainment, and digital platforms for accessories are just some of the aspects on which the startups' innovative efforts are focused. Italy confirms its position as a central hub.

A Sea of... Startups presents itself as an interactive journey of discovery, designed to foster a dialogue between technology, creativity, and sustainability. Startups, universities, and research centers will be present along the perimeter of Pavilion X. At the center of Pavilion X is the Innovation Agora, an experiential area where visitors can experience firsthand the prototypes, models, and technologies that could reimagine the nautical industry: from drones for various uses at sea to next-generation materials, from the robotization of certain processes to smart charging stations in marinas. Each innovation is accompanied by a QR code, an interactive code that allows visitors to learn more about the content, technical aspects, and formal aspects of the proposal with a single click of their smartphone.

The Innovation Agora, the central area of the exhibition space, will feature presentations on the challenges of those working towards a more efficient, digital, and sustainable nautical industry, pitch sessions from selected startups, and in-depth discussions on European projects and collaborative experiences between businesses, research centers, and institutions.

The Innovation Agora will also host seminars dedicated to European project development, including "Ideas that enable cluster development," designed to share strategies and growth models that strengthen the competitiveness of the Tuscan Nautical District and the entire blue economy system. The Agora thus becomes not only an exhibition area but also a hub for innovation, where content, relationships, and new development opportunities intertwine.

The Evaluation Committee, composed of industry experts, representatives of international networks, and business angels from the nautical, industrial, and research sectors, is responsible for evaluating the projects and awarding the most innovative solutions. This high-profile jury combines technical expertise and entrepreneurial vision to recognize and promote ideas capable of effectively impacting the progress of the nautical sector.

The selected startups can then participate in B2B meetings and matchmaking sessions, and compete for innovation awards: the RINA Prize, the Gianneschi Prize, and mentoring programs organized by Navigo and Vannucci Advisors.

With this initiative, Navigo and IMM Carrarafiore, with the support of the Tuscany Region, consolidate the collaboration that led to the creation of the Tuscany Yachting Week, building an innovative formula that combines the exhibition dimension of Seatechnology with the relational dimension of Yare. This event combines technological vision and international business, elevating the Tuscan coast to a reference point for nautical research and innovation.