

OCEANTIC NETWORK

MARYLAND OFFSHORE WIND MARKET ENTRY COACHING

Maryland Offshore Wind Market Entry Coaching is a new initiative designed to help Maryland-based businesses enter or expand their work in the U.S. offshore wind industry. Sponsored by the Maryland Energy Administration, selected companies will receive one-on-one consulting services tailored to their business needs.

How Does it Work?

Selected companies will receive up to 40 hours of consulting services to develop a market entry strategy or action plan. Reduce your business development costs and break into the market by answering pressing business needs:

- How big is the market for my products and/or services?
- What is the best way to approach potential customers?
- What is my short-term and long-term market strategy?
- Does my pitch resonate with key customer pain points?

How to Apply:

Maryland Offshore Wind Market Entry Coaching assists Maryland-based companies that have successfully completed the [Foundation 2 Blade](#) training program and are in need of business planning support. Companies of all sizes are encouraged to apply, but priority will be given to emerging and minority-owned businesses.

Why Should My Company Apply?

- Quantify your market opportunity across phases of offshore wind project development and operation
- Receive tailored insight on the contracting process with key customers
- Identify additional asset, capability or skills gaps in your organization that need to be filled
- Understand your competitive advantage
- Develop, modify, or validate your business/market-entry plan



APPLY TODAY

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