

Blue Earth announces Waterhaul's £981,390 investment to propel ocean health and environmental impact

From the rugged coasts of Cornwall, Waterhaul emerges as a beacon of innovation and commitment in the fight against plastic pollution. The business has transformed the menace of discarded fishing nets into a symbol of sustainable change—stylish sunglasses.

Temps de lecture : minute

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Waterhaul is a Cornwall-based environmental enterprise founded by Harry Dennis. By repurposing oceanic waste into valuable products, Waterhaul confronts plastic pollution head-on, promoting sustainability through community-focused initiatives and innovative business practices.

Supported by Blue Earth, Waterhaul is excited to announce a successful fundraise enabling significant expansions in their recycling operations and global growth.

Recent Funding Round

The breakdown of the £981,390 funding includes £454,976 from angel investors, a strategic investment of £200,000 from the Cornwall & Isles of Scilly Investment Fund, an impactful partnership with Broody valued at £161,000, and £165,414 raised through a community-driven crowdfunding effort.

Scaling Impact: Looking to the Future

With the foundations laid and partnerships fortified, Waterhaul is now focusing on expanding their operational capabilities. The recent successful crowdfunding campaign is a testament to the strength and support of their community. Over 69% of Waterhaul's customers have engaged in direct action against plastic pollution, inspired by the company's commitment and communication.

"Our future is clearly focused on scaling our impact. We are enhancing our collection networks, increasing our recycling capacity, and continuing to innovate in product development," Harry details. The community's transition from supporters to shareholders has further solidified this mission, embedding Waterhaul's objectives in the fabric of a broader environmental movement.

Celebrating the Blue Earth Summit Partnership

The turning point for Waterhaul came with their participation in Blue Earth Summit, a convergence of minds and missions aligned with environmental stewardship and innovative business solutions. It was here that Waterhaul not only showcased their sustainable products but also their scalable business model, which attracted significant attention and investment.

Harry recalls, "Presenting at Blue Earth Summit was not merely an opportunity; it was a critical moment of validation for our methods and mission. This event connected us with our first major investor, sparking a wave of support that has been essential for our growth." The summit not only reaffirmed Waterhaul's commitment to environmental impact, securing investment, but also solidified a lasting partnership with Kia. This partnership has continued to provide valuable platforms for visibility and

networking. Blue Earth's Ventures team played a pivotal role in supporting Waterhaul's successful funding round, which raised £981,390 from a combination of strategic angel investors, institutional funds, and public contributions.

Harry added, "The Blue Earth team guided us every step of the way through the funding process, enhancing both its efficiency and success. Their introduction to an expansive network led to ongoing partnerships, topping off our achievements. We are now exceptionally well-positioned to execute our growth plan, backed by solid funding, strategic support, and a heightened awareness of our initiatives."

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