



Llywodraeth Cymru
Welsh Government

Reefshotz and Algal Biotech KTC

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Reefshotz is a commercial venture set up by marine hobbyists to address the lack of quality live fish food and is now set to access a UK market worth an estimated £400million.



With an abundance of freshwater zooplankton feeds, yet limited options for prospective saltwater breeders, Reefshotz was created to address the gap in the market. Following extensive research and links with Swansea University's Algal Biotech Knowledge Transfer Centre, which was created with support from Welsh Government, the company gained links to academic and commercial avenues that enabled it to become a commercial enterprise.

Funding from Welsh Government's A4B programme, along with close collaboration with SEACAMS (Sustainable Expansion of the Applied Coastal and Marine Sectors), enabled extensive product development.

Reefshotz now cultivates zooplankton and phytoplankton products that are delivered to UK outlets and private consumers and has gained significant interest from one of Britain's largest marine wholesalers.

The company has subsequently launched three trademarked products with the help of Swansea University's legal team, and is now validating ideas for frozen products and liaising with various large aquarium suppliers.

Gareth Bull, Reefshotz founder and marine aquarist said: "Reefshotz would not be the business it is without the assistance of Dr Powell and The Knowledge Transfer Centre, funded by the Welsh Government. It has been a major force in our company's current success – not only did it inform us of our eligibility to receive support under ERDF funding, it also networked us with our supplier and allowed us to develop a blend unique to Reefshotz."



To find out more about funding and support from the Welsh Government:
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