From Pipette Dream to POLITICAL POWERHOUSE: Building Political Capital for Commercialization Success

Jenna Bloxom, MA, ABD
Colorado State University

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Hello my name is ALGAE

it's not small
Defining Political Capital

• the functional manifestation of public support

• the capacity of interest groups and industries to transform a public mandate into focused political agendas with the power to successfully influence policy and regulatory outcomes
  • Political capital differentiates a special interest from a public decree
  • Contingent on leveraging (activated) public support to attain a leadership role in creating & maintaining policy agendas
5 KEY ATTRIBUTES OF POLITICAL CAPITAL

1) Captures and captivates public trust
   • Sustained credibility during continuous, innovative developments

2) Inspires confidence in progress
   • Not a satisfactory “alternative” but THE pathway into the future

3) Represents a governance tool, not PR / marketing devices
   • Utilizing authority and persuasion to develop a messaging platform as well as realize objectives (despite a dynamic political arena)
5 Key Attributes of Political Capital

4) Endures as an iterative and amplifying process
   • Preserve energized base while recruiting mainstream interest / support

5) Targets proactive, long-term certainty rather than reactive, punctuated policies
   • Comprehensive strategies begets both policy opportunities and bargaining power
BUILDING POLITICAL CAPITAL

**EDUCATION**
- Identify algae-based products as a real, viable, and inclusive
  - Escape from niche, futuristic conceptualizations
- Distinguish and promote the diverse industries
  - Societal acceptance with a domino effect towards political capital

**OUTREACH**
- Create strong, symbiotic messaging
  - Unify companies, stockholders, and the public through interactive dialogue
- Capitalize on momentum NOW
THANK YOU!

Jenna Bloxom
Colorado State University
jmbloxom@colostate.edu