



Sailing on Reefs

EU SEAtizenship, paperwork and other digital gaps

@AngelPuig - Marseille, October 2017 © NauticAdvisor

FIGURES ARE OK ...



MAINTENANCE, REPAIR, INSURANCE, MOORING, GADGETS & so on

1.500.000 boats in WestMed

36.000.000 boaters in EUROPE

87.000.000 boaters in USA

GROWING MARKET



22% in USA

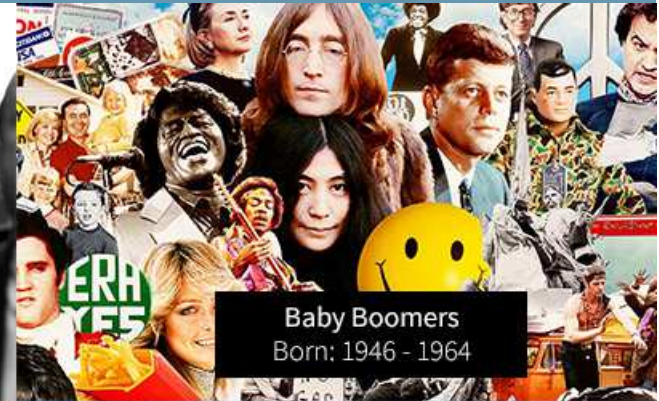
REG. 12 to 16m SPA 2015



30% NAUTICAL ACTIVITIES TOURIST DESTINATION

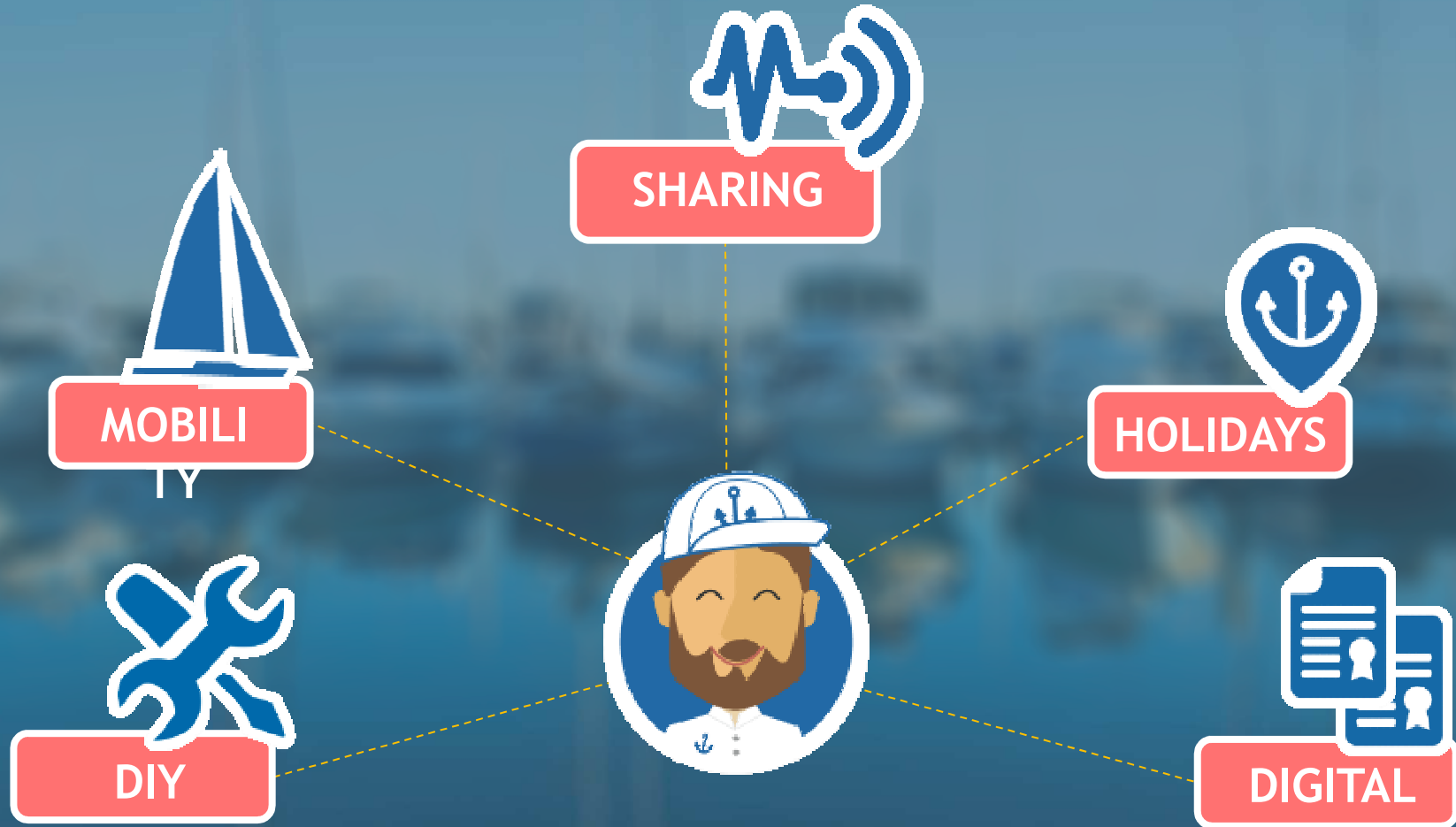
SOURCES: ANEN, NMMA, FRONTIER, FENN, FBI

... but BOATERS ARE CHANGING



Without the market, we won't have business

NEW BOATERS want NEW USER EXP



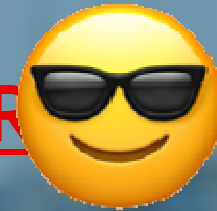
GLOBAL & DIGITAL

SAILING vs OWNING a boat



OWNER

SAILOR



90% of the
time

& ANALOG
Surveillance

Repairs

Paperwork

Management



10% of the
time

& DIGITAL
Day sailor?

Fisher?

Sportfan?

Experience-
seeker?

BOATING ENVIRONMENT vs NEW BOATERS

OLD BUREAUCRACY

OLD
COMPANIES

LOCAL
& ANALOG



NEW

NEW CUSTOMER

GLOBAL
& DIGITAL



BE DIGITAL, BE GLOBAL

WE ALREADY HAVE DIGITAL BOATS

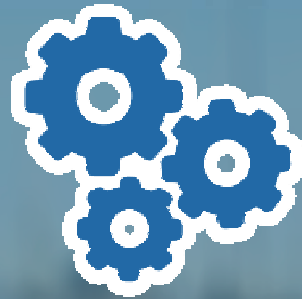
... but
analogic
environme
nts





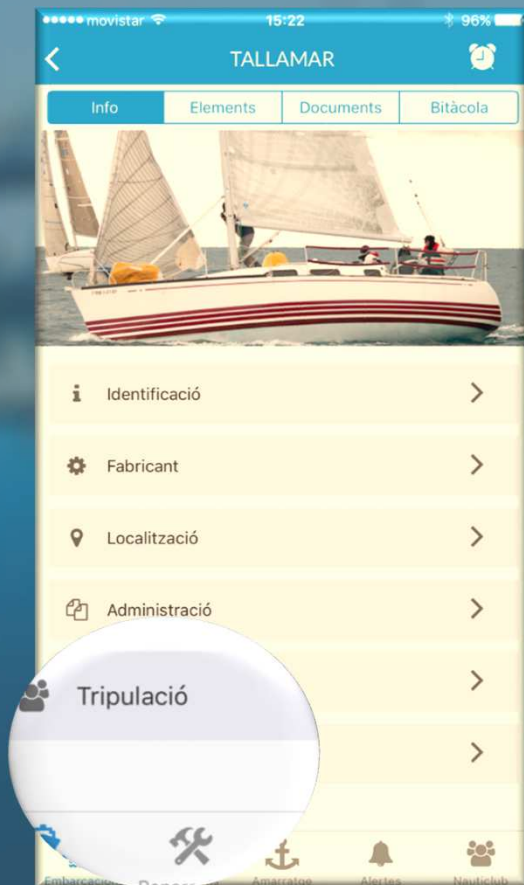
Some examples on
business &
procedures
digitalisation

MAINTAINING THE BOAT

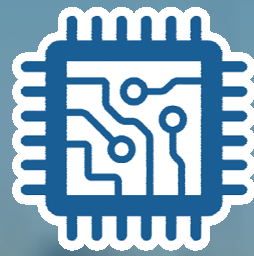


Repair & Maintenance

Digital data sheet
Online quotations
Online reputation
Digital ID card



CONNECTING TO THE BOAT



The screenshot shows the 'TALLAMAR' mobile application interface. At the top, there's a status bar with 'movistar', '15:54', and '95%' battery. Below it, a navigation bar with a back arrow, the title 'TALLAMAR', and an alarm icon. A menu bar contains 'Info', 'Elements', 'Documents', 'Bitàcola', and 'Sensors'. The main content area lists various sensors: Humitat, Impacto Z, Bateria Ppal., Aigua a la sentina, Impacte X, and Impacto Y. Below this is a 'SENSORES' section with a table of data.

SENSORES		
Geolocalización	Latitud	39.533563
	Longitud	2.716683
Humedad/ Temperatura	Carga	13.81
	Humedad	58
	Temperatura	23
Impacto	Impacto eje X	OK
	Impacto eje Y	OK
	Impacto eje Z	OK

At the bottom, there's a navigation bar with icons for 'Embarcacions', 'Reparacions', 'Amarratge', 'Alertes', and 'Nauticlub'.

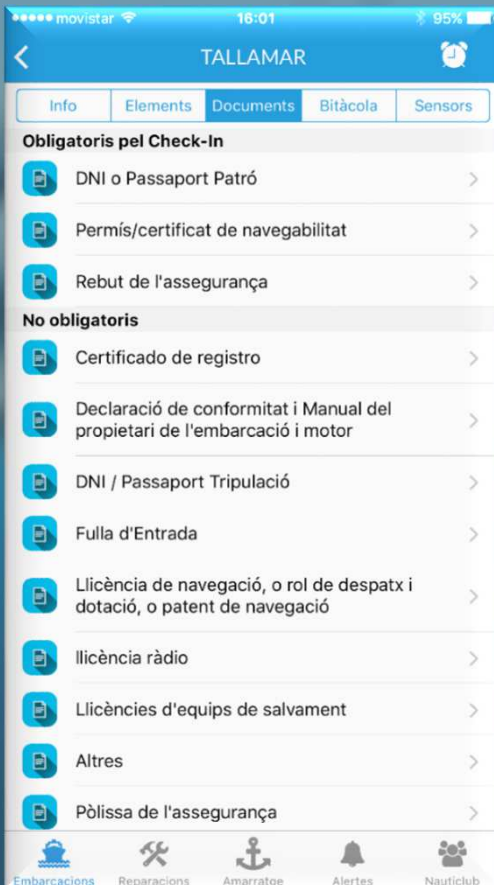
Monitoring

Hardware As a Service

Hassle-free installation

Connected to everybody

DIGITAL PAPERWORK & PROCEDURES



Docs

Online forms

Port&charter
Check-in

Harmonised
Customs

Procedu res

BRIDGING the GAP: a task for all

#DigitalStandards -> INDUSTRY

#SEAtizenship -
EUROPE



#Millennials -> USE