

# MARview



THE WORLD'S OCEANS - ILLUMINATED



*Using Data to Optimize Commercial Shipping*

# Planning a Voyage



Destination  
given to 2nd  
Officer

+



Paper  
research  
conducted

+



Pilot Charts  
reviewed

+



Local experts  
consulted

+



Route Draft  
Planned

+



Captain  
review  
completed

=



Voyage  
begins

“Navigators plan and execute routes  
the same way today they did in 1935”

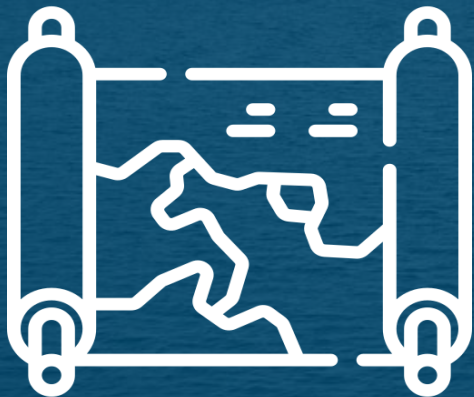
- Captain John Ryan  
Director of Navigation Training,  
US Merchant Marine Academy

**waze**



# for the Global Shipping Industry

MARview captures and aggregates data from thousands of maritime awareness sensors, providing up-to-date information that allows ships to sail more efficiently, safely, and profitably



+



MARview

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# Solution



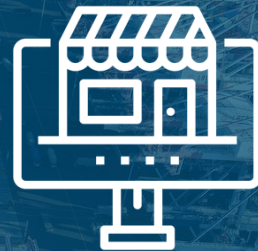
Collect unused data



Process data



Aggregate data



Generate Insights



Use data to improve product

# An Ocean of Issues

The maritime space is too large for the defense and intelligence communities to have complete domain awareness with existing sensors. MARView can help.



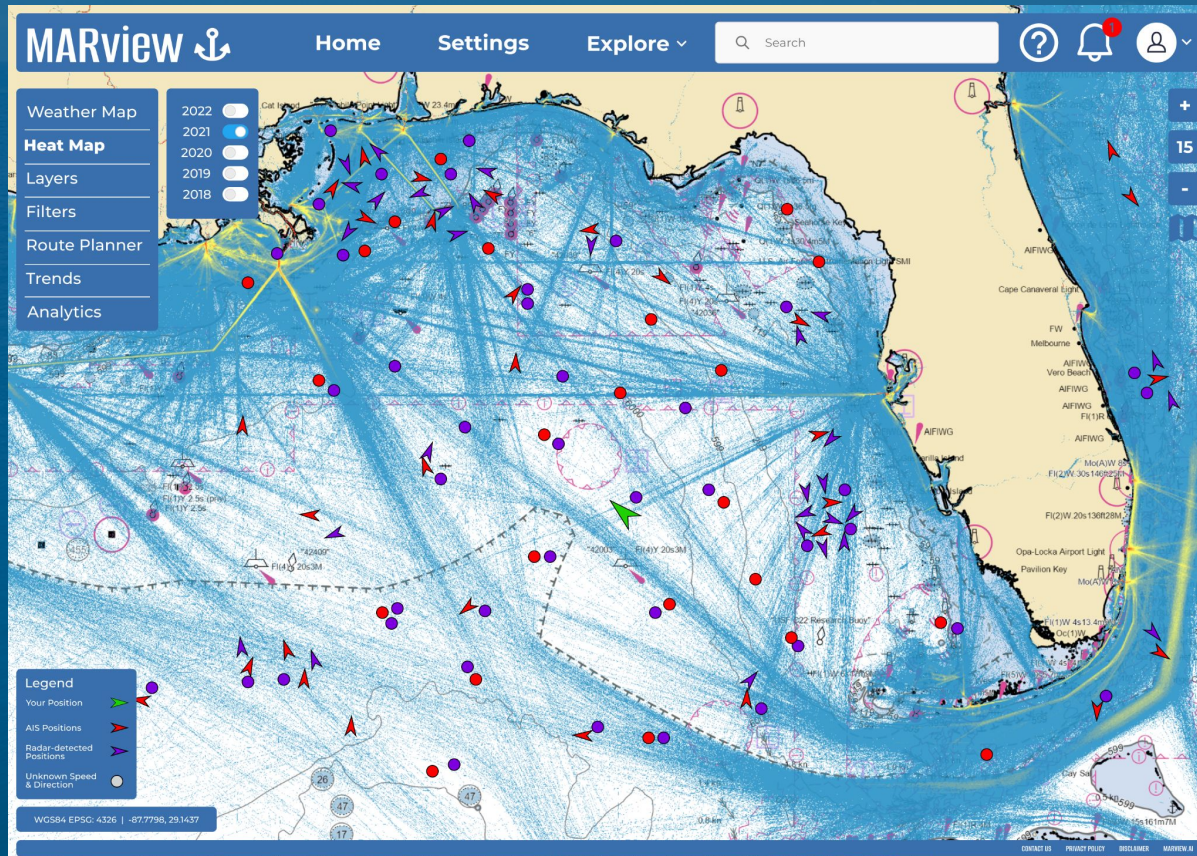
# Voyage Data Recorder Requirements



“We simply do not have the resources to have persistent sensor coverage across the maritime domain”

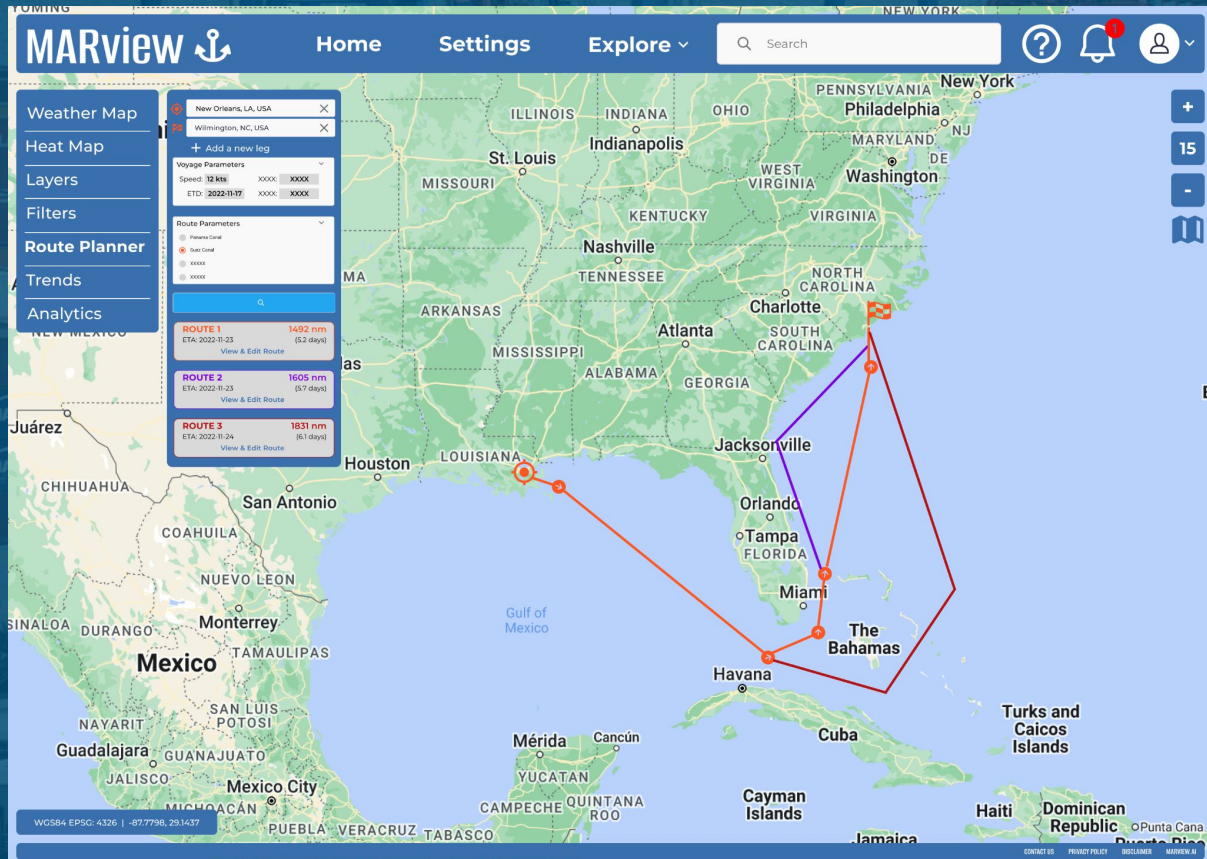
- Surface Warfare Officers School  
Maritime Domain Awareness  
Training Publication

# Demo Snapshots



Aggregate data

# Demo Snapshots



Generate Insights



# Team



Bill Lennon



Eric O'Neil



Brian Schmid



Will Schwieder



Trey Grizzard



Luke Birch

# Experience



# An Industry of Large Costs

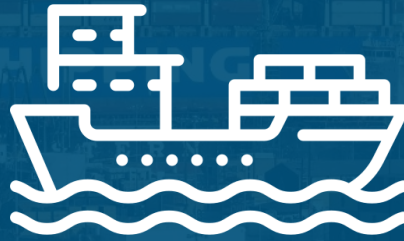
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*Industry*

5,500 container ships

\$208 Billion annual  
revenue



*Fixed Cost*

Short term ship charter

\$200,000 per day



*Variable Cost*

2 knot speed change

\$40,000 per day fuel cost  
difference

# MARview Product Roadmap



# Unit Economics (Ship/Year)

## Revenue

\$537,500

## Costs

Hardware

\$10,000

Uplink Subscription

\$60,000

Customer Support

\$20,000

## Contribution Margin

\$447,500

x 40 years =  
*Average lifetime of cargo ship*

## Ship Lifetime Value

\$17.9M

## Customer Acquisition Cost

\$0.995M

LTV/CAC:

18.0x



**MARview**



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