

EXPLORING PARTNERSHIPS

TO MEET INDUSTRY PRIORITIES

DIVERSIFICATION INITIATIVE

- X LACK OF DIRECTION IN THE PROCESS**
- X CRITERIA WAS RESTRICTIVE**
- X WE NEEDED A CREW BOAT**
- X SHOULD'NT PUT ALL THIS TIME IN IF YOU'LL BE REJECTED**
- X NEEDED MORE EFFICIENT PROCESS... WAS ONEROUS AND TIME-CONSUMING**
- X STRUCTURED AROUND FISCAL YEAR IS VERY DIFFICULT**
- X RISK IS HIGH WITH HOW IT'S SET UP**
- X THEY DIDN'T WANT TO LISTEN TO WHAT WE WANTED TO DO!**
- X "VENTURES" COME OUT WHEN CHEQUES ARE IN THE MAIL AND WHEN PROJECT DEADLINES LOOM!**
- X NEED SUPPORT FOR BUSINESS PLANNING "YOU HAVE TO KNOW YOUR BUSINESS!"**
- X THERE IS A NEED FOR DIVERSIFICATION FOR FUNDING, HOWEVER IF THERE WAS EQUAL ACCESS, WE WOULDN'T NEED IT.**

MARKET ACCESS & DEVELOPMENT

- NEED TO KNOW HOW TO IDENTIFY GOOD PARTNERS AND TRUST THEM**
- HAVE TO PLAN IN ADVANCE HOW TO ACCESS MARKETS, CAN'T JUST FOCUS ON BUSINESS**
- NEED A CERTAIN VOLUME IN ORDER TO MARKET**
- IT'S EXTREMELY DIFFICULT TO DO ANY MARKETING "WALK BEFORE YOU RUN"**
- WE'VE WORKED TO ESTABLISH OUR BRAND**
- "WILL I GET RETURN ON THIS?"**

ACCESS TO CAPITAL

- BOATS AND MORE ACCESS ARE NEEDED!**
- NEED OWNER-OPERATOR MODEL THAT'S FAIR**
- DECK HANDS WITH FAIR PAY**
- GUARANTEED ACCESS AGREEMENT WITH BANKS**
- NEED RESOURCES TO STORE PRODUCT, AND CONSIDER TRANSPORT COSTS**
- VESSEL IMPROVEMENTS ARE HARD TO "PROOVE" PROFIT INCREASE -> IT'S ABOUT SAFETY OF OUR CREW**
- NEED LONG-TERM ACCESS TO LICENSES + QUOTAS**