

EXPLORING

PARTNERSHIPS

TO MEET INDUSTRY PRIORITIES

DIVERSIFICATION INITIATIVE

X LACK OF DIRECTION IN THE PROCESS

X CRITERIA WAS RESTRICTIVE

"WE NEEDED A CREW BOAT"

NEEDED MORE EFFICIENT PROCESS... WAS ONEROUS AND TIME-CONSUMING

SHOULDN'T PUT ALL THIS TIME IN IF YOU'LL BE REJECTED

NEED SUPPORT FOR BUSINESS PLANNING
"YOU HAVE TO KNOW YOUR BUSINESS!"

X STRUCTURED AROUND FISCAL YEAR IS VERY DIFFICULT

X RISK IS HIGH WITH HOW IT'S SETUP

THERE IS A NEED FOR DIVERSIFICATION FUNDING, HOWEVER IF THERE WAS EQUAL ACCESS, WE WOULDN'T NEED IT.

THEY DIDN'T WANT TO LISTEN TO WHAT WE WANTED TO DO!

"VULTURES" COME OUT WHEN CHEQUES ARE IN THE MAIL! AND WHEN PROJECT DEADLINES LOOM!

MARKET ACCESS & DEVELOPMENT

NEED TO KNOW HOW TO IDENTIFY GOOD PARTNERS AND TRUST THEM

NEED A CERTAIN VOLUME IN ORDER TO MARKET

IT'S EXTREMELY DIFFICULT TO DO ANY MARKETING

"WALK BEFORE YOU RUN"

HAVE TO PLAN IN ADVANCE HOW TO ACCESS MARKETS, CAN'T JUST FOCUS ON BUSINESS

BRAND

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 AGREEMENTS WITH BANKS

VESSEL IMPROVEMENTS ARE HARD TO "PROVE" PROFIT INCREASE → IT'S ABOUT SAFETY OF OUR CREW

NEED RESOURCES TO STORE PRODUCT, AND CONSIDER TRANSPORT COSTS

NEED LONG-TERM ACCESS TO LICENSES + QUOTAS

LICENSE