



STREAMLINE CATCH REGISTRATION

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Problem:

2,200 independent fishermen off load DKK 4 billion worth of fish at 27 procurement facilities

- Pen and paper + fishy hands record information concerning the catch
- Royal Greenland personnel receive catch, digitize the information from paper copies



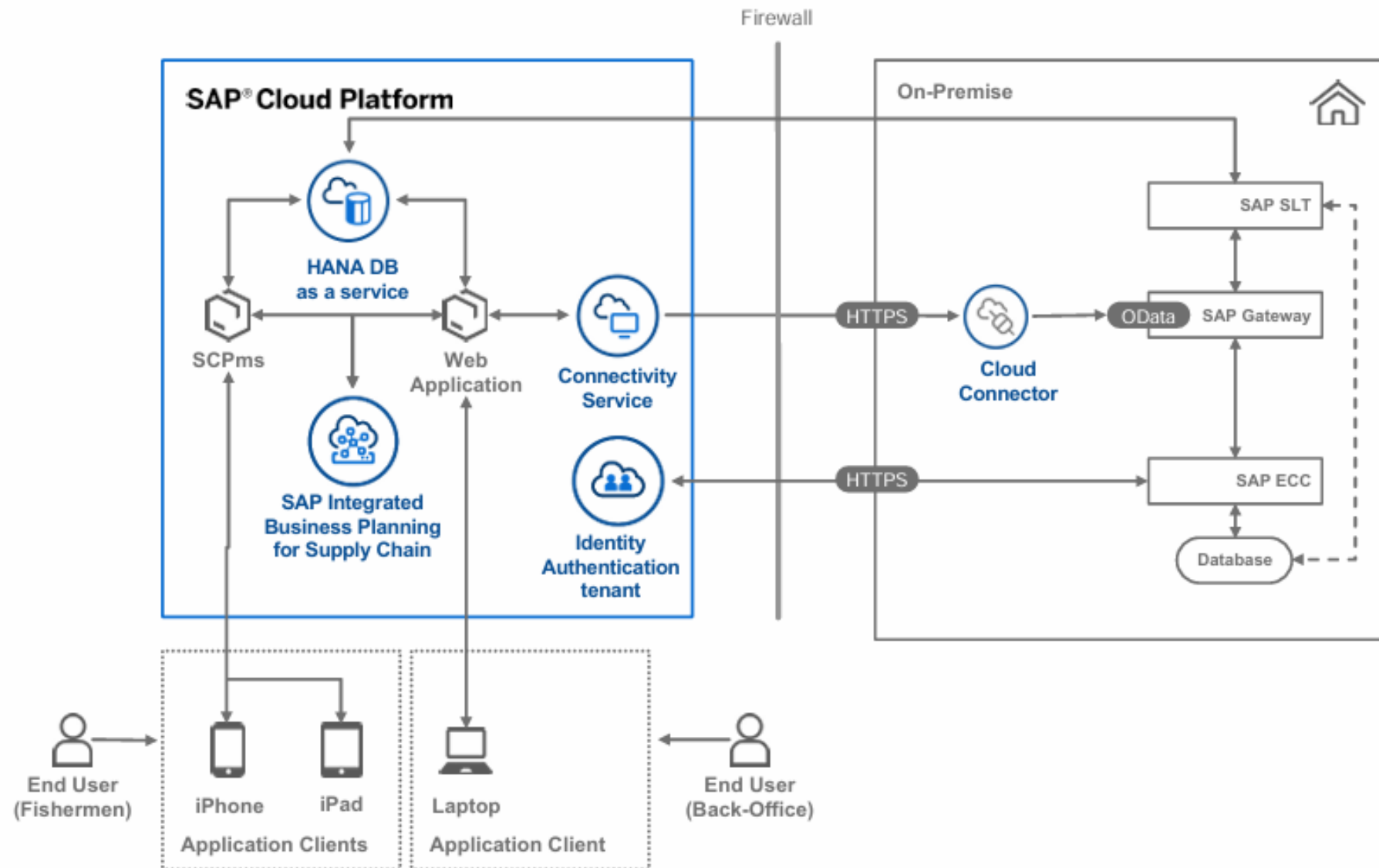
FROM HERE



RECORD CATCH ONCE
AUTOMATE
SHARE

HAPPY FISHERMEN

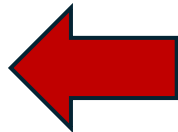
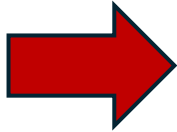
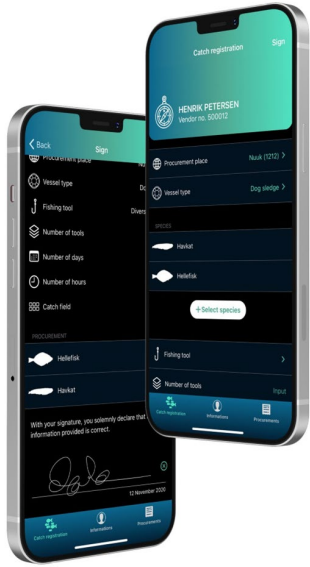
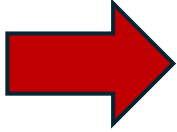


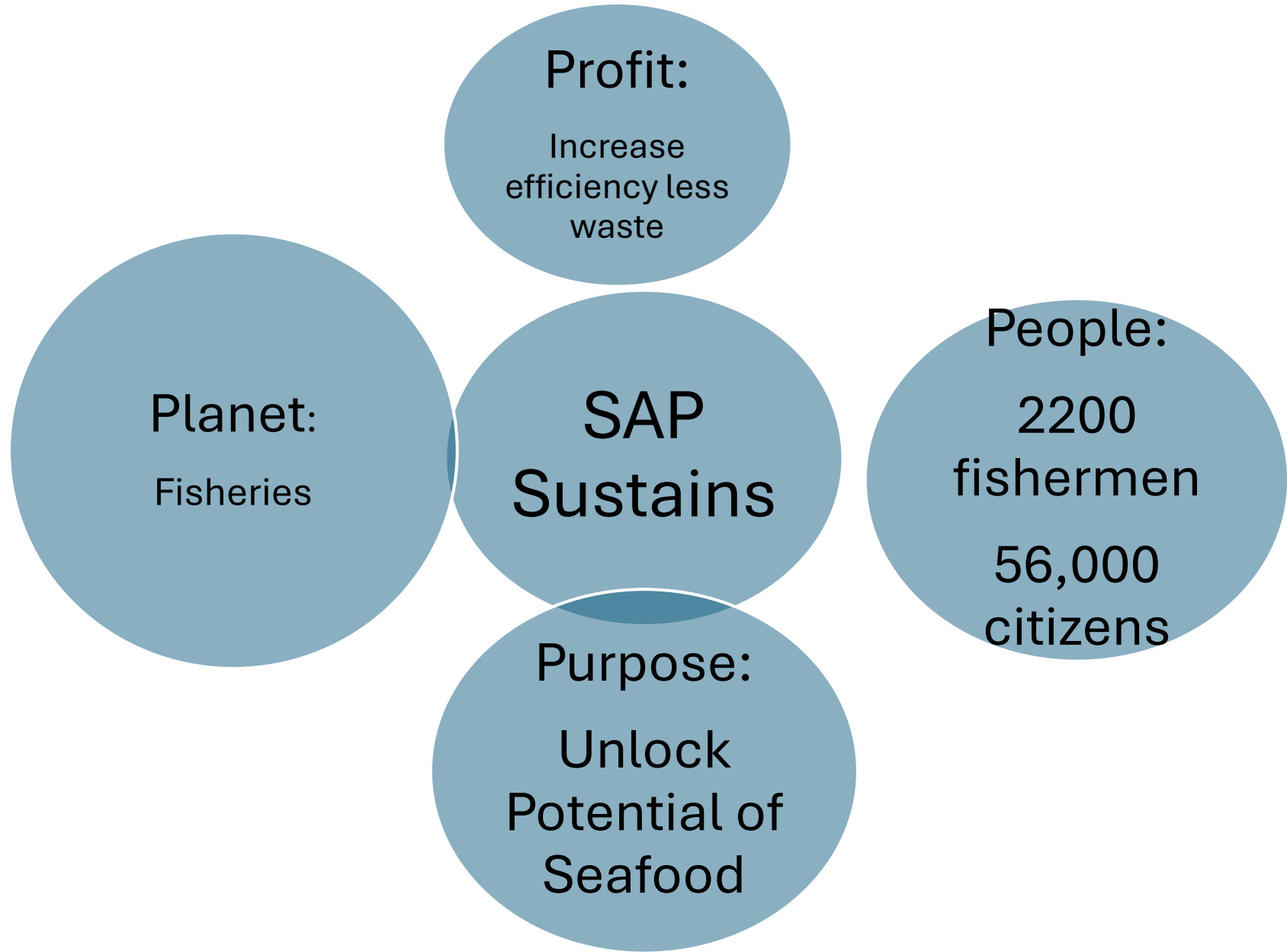


System Design and Development Considerations

- EASY, people change slow we want them to adopt
 - No training
 - Intuitive
 - Robust
 - Conditions







NEXT STEPS

- Leverage platform to deliver more service upstream and downstream
- Use intelligent technologies to recognize more efficiencies and new opportunities
- Replicate in more global markets
- Scale existing market