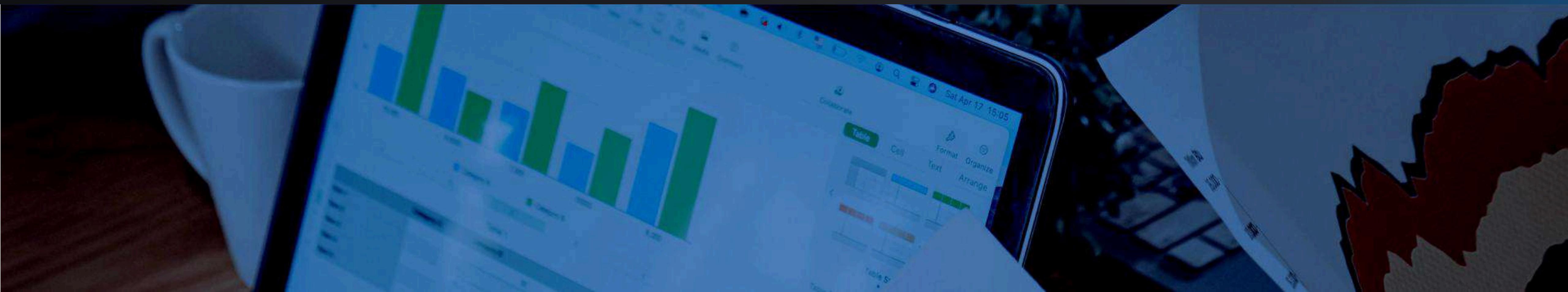


Ctrl+Sea

Not just staying afloat, but compliant.



The Problem

**Imagine navigating a ship...
blind to the shifting rules
beneath your keel.**

The Problem

Shipping pollutes. Regulations shift. Captains struggle to keep up.

3–4% of EU CO₂ emissions come from maritime.
Methane has doubled since 2018.

Major players: Spectec and DNV

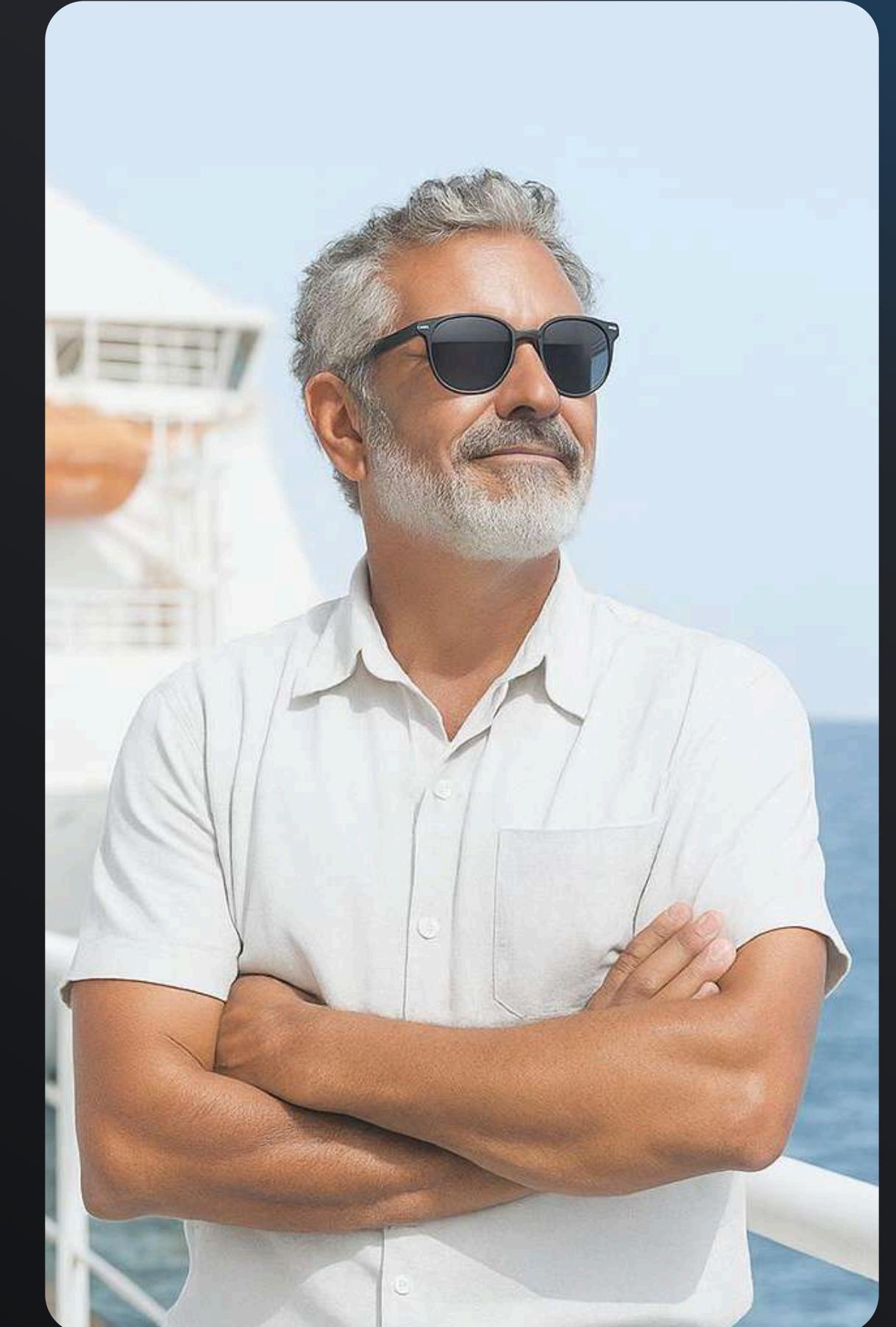
Meet Noah,

a fleet captain, who wants to sail smart, clean, and compliant.

Buried in paperwork

Fears last-minute changes

Dreams of responsible leadership



How might we...

**Help Noah steer through the fog of
compliance?**

Solution ... 

A smart cloud system delivering real-time, regulation-aware guidance.

Solution

Key features



**Detects fuel
waste**



**Updates
environmental rules**



**Tracks
emissions**



**Detects fuel
waste**

Impact and Vision



For Noah:
clarity



For fleets:
compliance and efficiency



For the planet:
cleaner seas

NET-ZERO FLEET MANAGEMENT

Ctrl+Sea

Don't Just Stay Afloat — Stay Compliant with the help of **Ctrl+Sea**

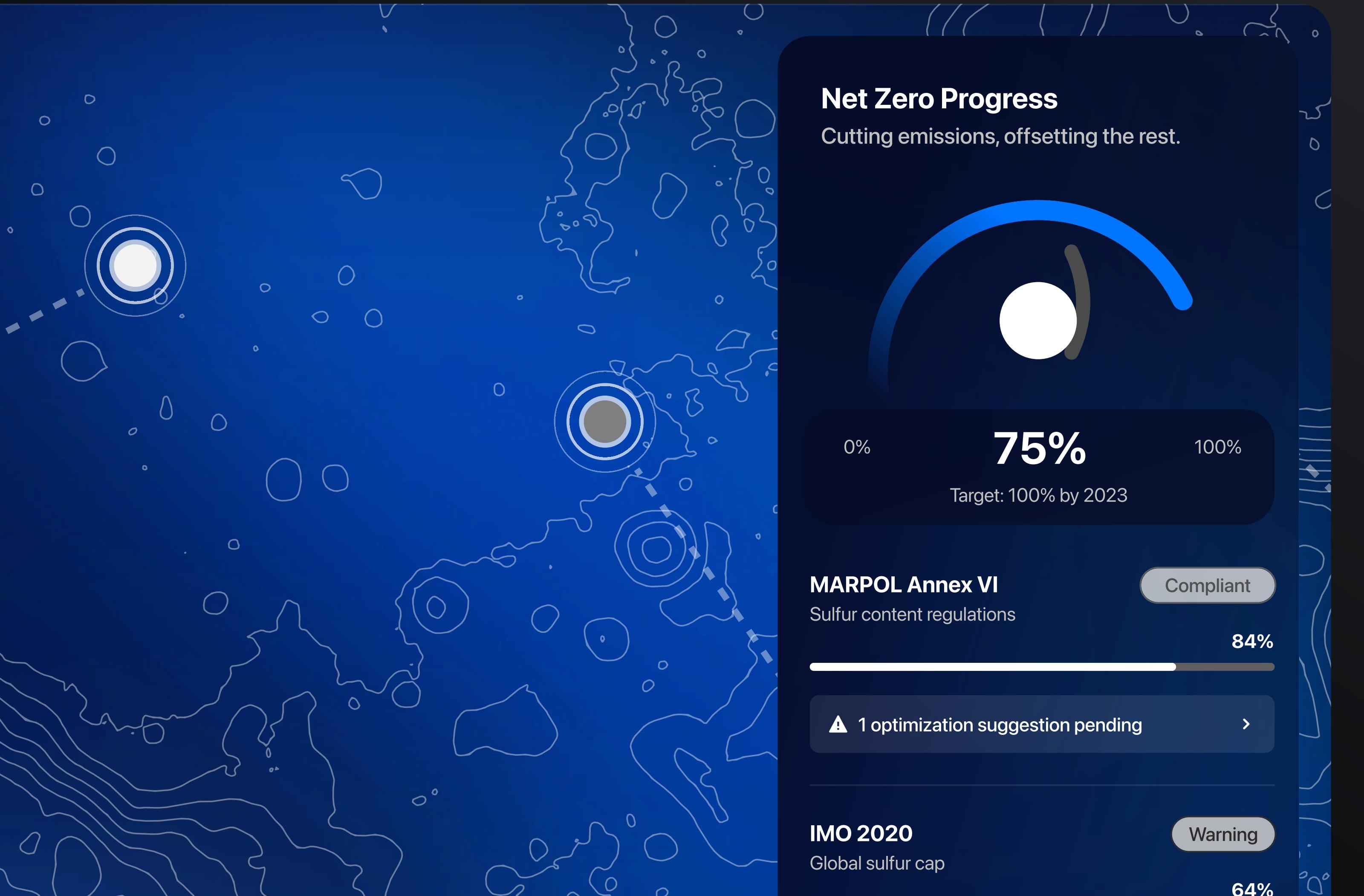
AI-Powered Analytics

Predictive Routing

Regulation Intelligence Engine

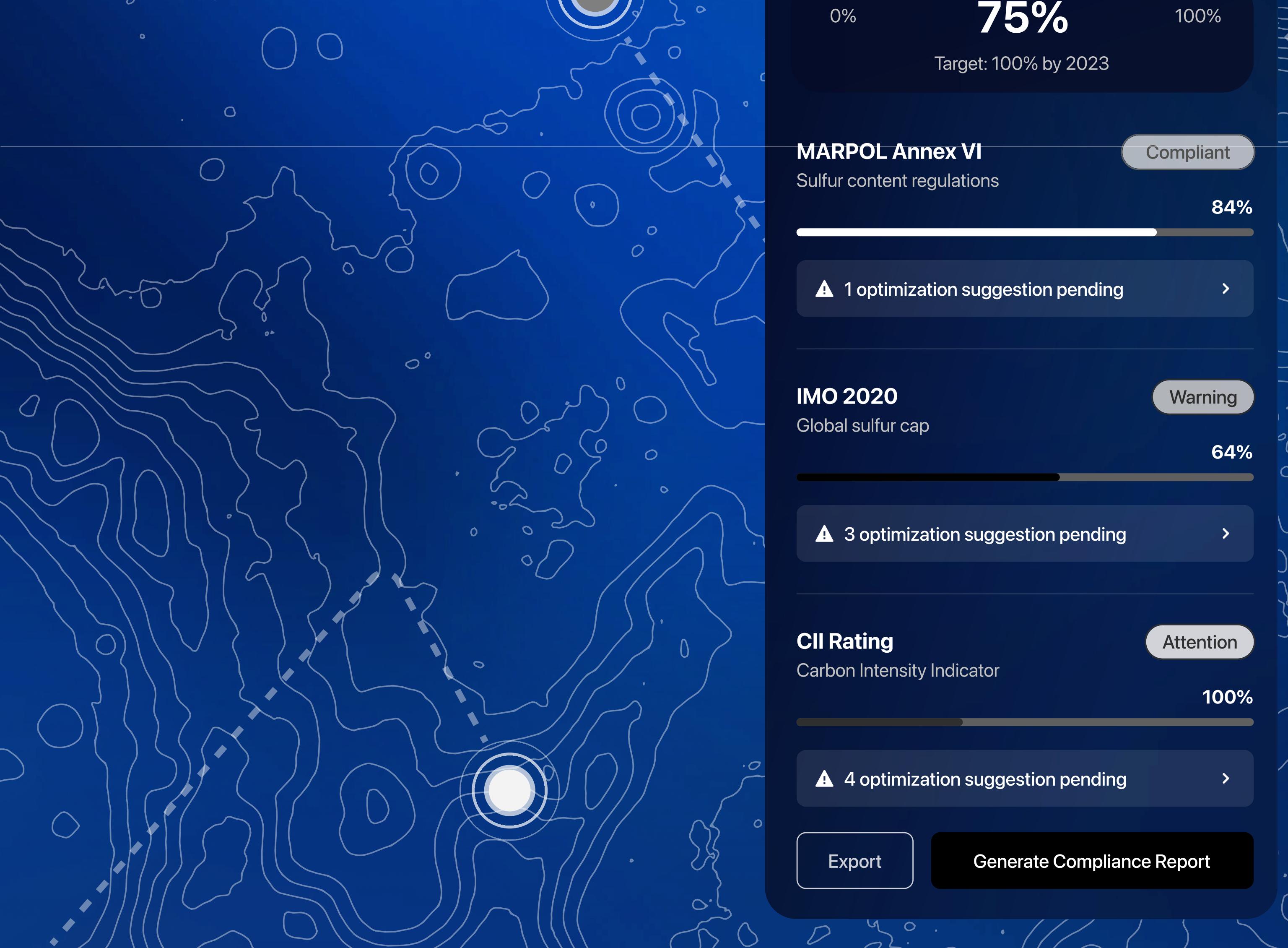
Real-Time IoT





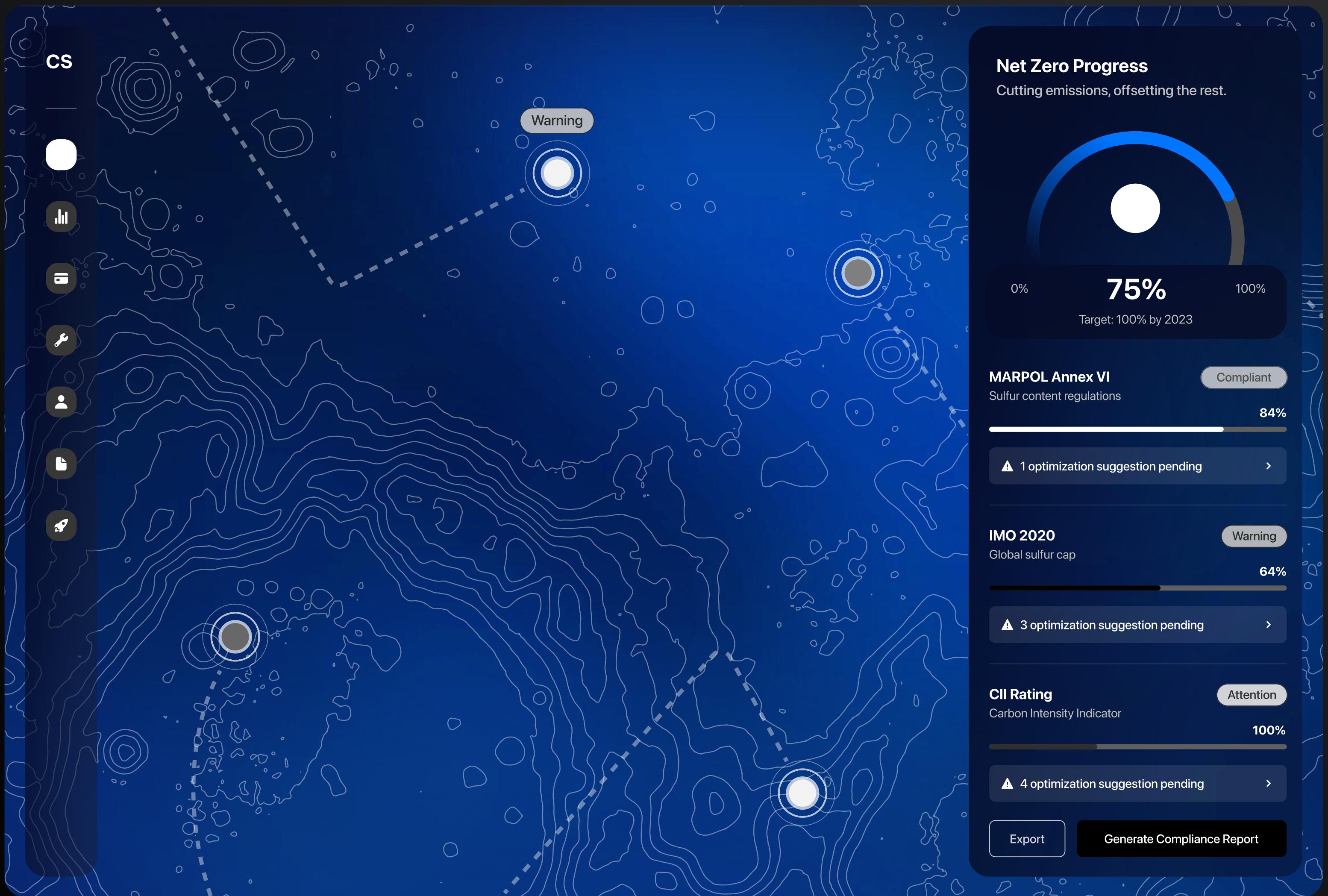
Progress Indicator

The Progress Indicator shows how close the fleet is to net-zero compliance, with real-time updates and visual cues for regulation status.



Compliance Tracking

A real-time view of regulatory compliance — showing where the fleet stands against key environmental rules, with alerts, progress bars, and improvement suggestions.



C T R L + S E A

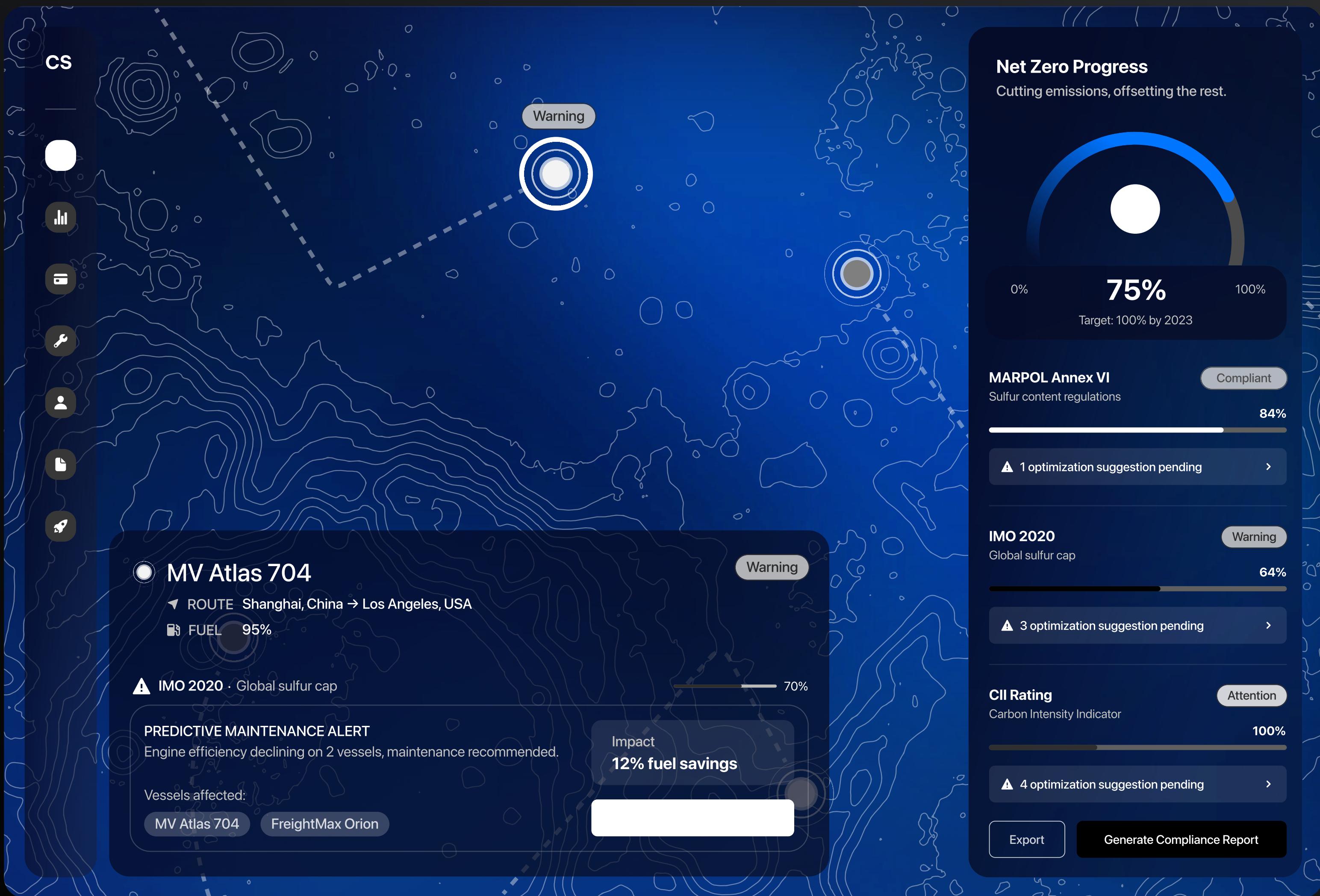
The Problem

The User

The Solution

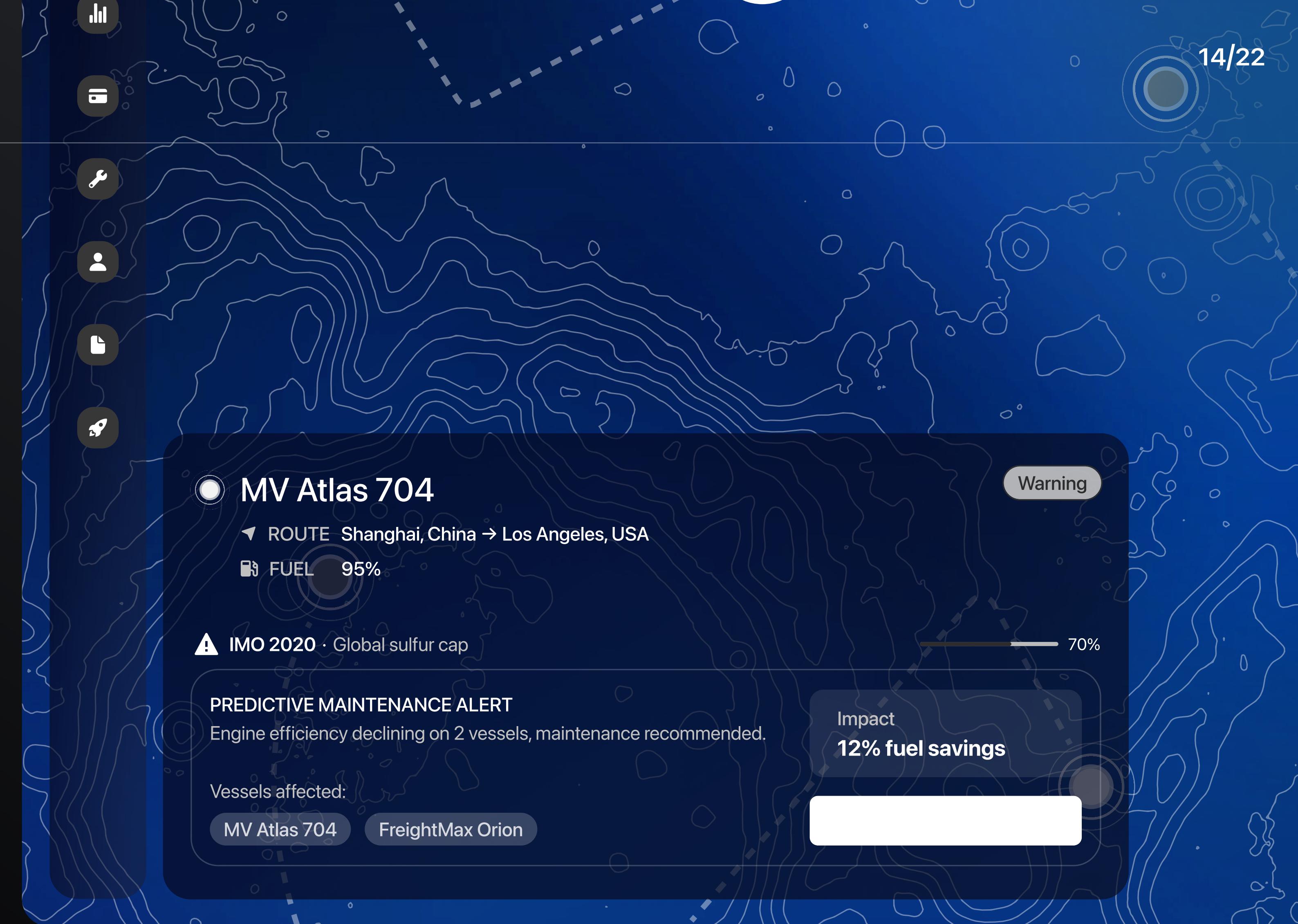
Business Model

Budget & Marketing



Vessel Details

Drill down into specific vessels to monitor compliance status, fuel efficiency, and proactive maintenance alerts — all in one actionable view.



Optimization View

Real-time sulfur monitoring and quick action tools — helping crews stay ahead of regulation breaches with smart, vessel-specific decisions.



Recommendations

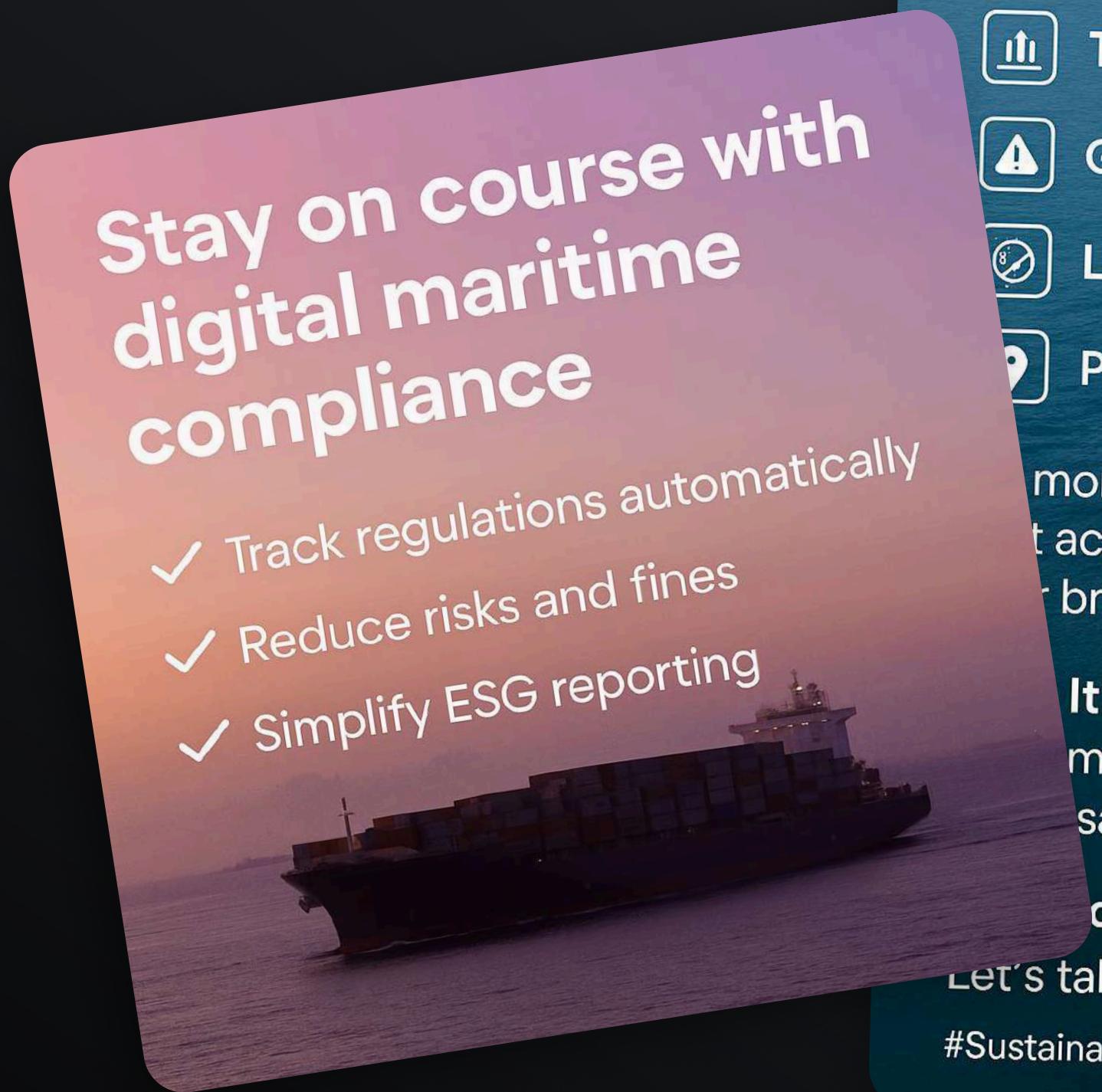
Smart, ranked suggestions that help crews choose the most cost-effective, regulation-safe actions — based on real-time vessel data.

The dashboard displays the following information:

- Optimization Details:**
 - Current Level:** 0.498%
 - ECA Limit:** 0.50%
 - of Limit Used:** 99.6%
- Vessel Information:**
 - Vessel: MV Pacific Pioneer
 - Current Location: Baltic Sea ECA
 - Speed: 14.2 knots
 - ECA Exit Time: 8.5 hours
 - Fuel Type: HSFO (0.5% S)
 - Last Bunker: 3 days ago
- Recommended Actions:**
 - High Priority (Within 2 hours):** Switch to low-sulfur fuel immediately. Impact: Prevents regulation violation. Cost: \$12,000 fuel premium.
 - Medium Priority (Within 4 hours):** Adjust route to exit ECA zone faster. Impact: Reduces exposure time by 6 hours. Cost: \$8,000 additional fuel.
 - Low Priority (Immediate):** Reduce engine load to lower sulfur consumption. Impact: Extends compliance buffer by 2 hours. Cost: 2-day schedule delay.
- Quick Actions:**
 - Alert Bridge Team
 - Request Fuel Switch
 - Update Route Plan
 - Generate Report

Artwork

Social Media Post & Flyer



Business Model **SaaS for the Sea**

€500–1,200
monthly/vessel
(tiered)

Optional setup +
consulting

Long-term enterprise
contracts

Add-ons: ESG
analytics, dashboard
customizations

Budget & Funding Strategy

Development Budget

€70k

IoT Data Sync & Backend Infrastructure – €25k
Regulation Intelligence Engine – €20k
UI/UX Dashboard Development – €15k
QA, Testing, and DevOps – €10k

Marketing & Sales Budget

€30k

Pilot Outreach & Lead Generation – €10k
Trade Expos & ESG Forums – €12k
Content & Social Campaigns – €8k

Funding Strategy

Start: EU sustainability grants, accelerators
Grow: Pilots with shipping firms
Scale: Strategic VC or ESG-aligned investors

Marketing Strategy

C T R L + S E A

The Problem

The User

The Solution

Business
Model

Budget &
Marketing

Target

ESG and compliance leads

Tools

Expos, LinkedIn, whitepapers

Partners

ESG and fleet tech platforms

Next steps

1



Finalize MVP

2



Test with real
fleets

3



Pilot

4



Seek funding

**Noah's journey is every captain's journey.
Ctrl+Sea makes it a smoother one.**