Venture Cup
macellum.dk
Fish Auction Price Visualization

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November 13, 2014

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Contents

1 Executive Summary (0.5-1 page)

Two main cost factors in modern day demersal fishing. Fuel costs and the price they obtain for their fish.

2 Product and Service (2-3 pages)

Macellum.dk aims to deliver a data visualization tool for fishermen in and around the northern sea. The tool is aimed at delivering up-to-date prices of the cargo hold, at the large fishing-harbours in nothern Europe.

2.1 Customer Pain

Today, the fishermen obtain prices of their fish through either calling the buyers directly, or through an internet service called "Pefa". The main problem about "Pefa", is that the fish prices are given in a large table, and often given per kilo of the respective fish.
These two methods have their advantages and disadvantages. The main advantage is that the fish prices are up-to-date, and they can see the price of one kilo at the price it is being traded at on the floor. However, to calculate how much they can obtain from delivering their cargo at one specific harbour, requires them to do tedious calculations of each an every single sort of their fish. This is the main concern, and often - the fishermen are paid lower prices for their fish, than what they could have gotten, should they have chosen another harbour.

2.2 Business Idea

The business idea have been divided into several phases, as each of them might prove viable to the individual fisheries.

2.2.1 Phase 1, Total Price of Catch

Macellum.dk plans have developed a web-portal, in which fishermen can enter their catch (specie, quality and amount) - and then the portal updates it self on the current auction prices of the fish, and provides the skipper with an overview of the net-worth of his cargo, at the major ports in and around the northern sea.

2.2.2 Phase 2, Automatic Total Price of Catch

The developed portal, will obtain information on the catch by using the already installed system aboard the newer vessels. This system automatically weighs the fish and the fishermen just have to classify them. All is logged and stored in the vessels log system. These informations could be parsed to the web-interface, which then automatically updates the net worth of the cargo hold, without the fishermen having to do anything.

2.2.3 Phase 3, Total Price of Journey

Phase 3, aims to include the fuel costs at the individual harbours, and simply subtract the amount of fuel used during the journey, from the net-worth of the cargo. This could potentially lead to interesting findings for the skippers, as the fish prices might for example not be very high in Thyborøn, but if the fuel prices are very low, the net worth might be higher - should he choose to follow our advice.

2.2.4 Phase 4, Total Price of Journey + Estimated Price of Fish Tomorrow

This project aims to deploy mathematical models on the fish prices. It is possible to obtain the auction prices of fish through the last 10 years, and it is thus possible to develop a model that estimates the price the skipper can obtain for his fish tomorrow. This will give a better overview to the skipper, as he cannot sell his fish "here and now", due to logistical reasons.

2.2.5 Phase 5, Smart System for Auction Price Information

This phase aims at developing another online web-portal from which the auction prices of different fish are being entered. The main purpose is to streamline the way in which this information is gathered, and thus make it easier for macellum.dk to obtain the information - but also for the fishermen who only deliver locally, to obtain the prices they need.

2.2.6 Phase 6, Combine the Two

When the above are combine, the system will be totally self-sufficient.

2.3 Value Proposition

The decision to either buy or not buy our product will have to be weighed up against the fisherman having his own calculations, or spend a rather small amount on a system that does it for him,

2.4 Idea Protection

3 Market and Costumer (2-3 pages)

3.1 Customer Profile

3.2 Testing

3.3 Market

Denmark -> England -> Holland -> Germany
France, Spain, Italy.
Potentially Greenland, Canada and America.

4 Industry and Competetion (1-2 pages)

4.1 Competetion

4.2 Competetive Advantages

4.3 Strategic Partners

5 People and Organization (1-2 pages)

The organization is simple, and there are 3 people involved.

1. Rasmus Lundgaard Christensen, Industrial PhD Student at Lodam electronics A/S and Aalborg University.
2. Henrik Klarup, Master Student, Software, Aalborg University.
3. Frits Lundgaard Christensen, Retired Fishermen, Hvide Sande.

6 Money and feasibility (1-3 pages)

6.1 Business Model

As with the business plan, the model can also be divided into three phases.

6.1.1 Phase 1, Only the Fishermen

The business model is plain and simple. To use our service, you pay a monthly fee of 250 euros. This will give you access to the web-site which will be kept up to date.

6.1.2 Phase 2, The Fishermen and the Buyers

6.1.3 Phase 3, The Fishermen, the Buyers and the Auction Houses

6.2 Economies of scale

6.3 Financing

The financing of the project can be made in two ways. One, we develop on the system as we have done till now, and get the system tested at sea (through contacts of Frits Christensen), and then spread the system over social medias and Fiskerforum.dk (through contacts of Frits Christensen). If the word spreads in the fishing community that there is a possible project - they will come running and want to buy the product.
The other way, is to find an investor that is willing to invest some money in the project, and in return be a part owner of the system. This will allow a more rapid development of the project, and a quicker way for the project to be self sustaining. In 8 a tentative budget have been made.

6.4 Risk Analysis

7 Implementation (1-2 pages)

7.1 Implementation Plan

7.2 Marketing and sales

8 Budget (1 page)

Description	Budget
Development costs (salary, software, etc.)	192.000 kr.
Testing	10.000 kr.
Housing / Office Costs	30.000 kr.
Server and Hardware	15.000 kr.
Internet Connection	10.000 kr.
Phone	5.000 kr.
Hosting Services	1.000 kr.
Thrane & Thrane Internet@Sea System	10.000 kr.
Total	273.000 kr.