



business stakeholder pitch book  
2016

# executive summary

- Over the past five years, the growth of fisheries looking to maintain control of their inventory has presented an unprecedented opportunity for disruptive innovation
- Entrepreneurial fisheries are looking to automate supply chain processes and integrate their inventories with online markets
- Coastline is an integrated inventory management and e-commerce platform that enables real-time tracking of inventory across the value chain, while enabling fisheries to offload excess supply to an aggregated online marketplace

# industry pain points

- Current methods of inventory management include manual tracking through excel or pen and paper, leading to inefficiencies and data loss
- Fisheries trying to maintain control of their inventory must cross-reference large data sets to manually match inventory inputs and outputs
  - Average time lost amounts to roughly 3-5 hours per week
- Inefficient external communication with customers
- Fisheries are unable to offload excess inventory in an effective manner
- Lack of web presence leads to restricted consumer base

# the solution

Coastline is an enterprise technology platform for the fishing industry. Through our automated tracking and conversion software, Coastline enables fisheries to seamlessly track their seafood inventory across the entire value chain. Furthermore, an integrated e-commerce arm of the product enables fisheries to offload excess inventory through a platform that connects them to restaurants, grocery chains, and end-consumers.

# investment opportunity

## market size & growth:

- \$5.6 billion worth of fish caught in the US every year
- \$3.6 billion worth of fish caught in Canada every year
- Over 75,000 fisheries currently operating in the US and Canada
- Fisheries operate in every major coastal population hub in North America
  - Community-supported fisheries have grown over 100% within the last five years

## business model:

- Primary revenue comes from growing segment fisheries that wishes to maintain inventory control (based on monthly tiered and transactional revenue models)

# executive bios



## Robert Kirstiuk, Market Lead

- A 3<sup>rd</sup> Year Physics and Economics Student at Western University in London, Canada

## Joseph Lee, Product Lead

- A 3<sup>rd</sup> Year Commerce and Computer Science Student at the Sauder School and University of British Columbia in Vancouver, Canada



## Abdul Khan, Development Lead

- A 3<sup>rd</sup> Year Business Administration Student with a background in Health Informatics at the Richard Ivey School of Business in London, Canada

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