



Lab2Market Oceans 2026 — Sprint #4 Update

# AddManuChain

## Intelligent Supply Chain for Critical Infrastructure

When a \$1M/day offshore platform stops  
because of a \$500 part – we fix that.

Mahmoud (Michael) Kiasari | Founder & PhD Researcher | Dalhousie University

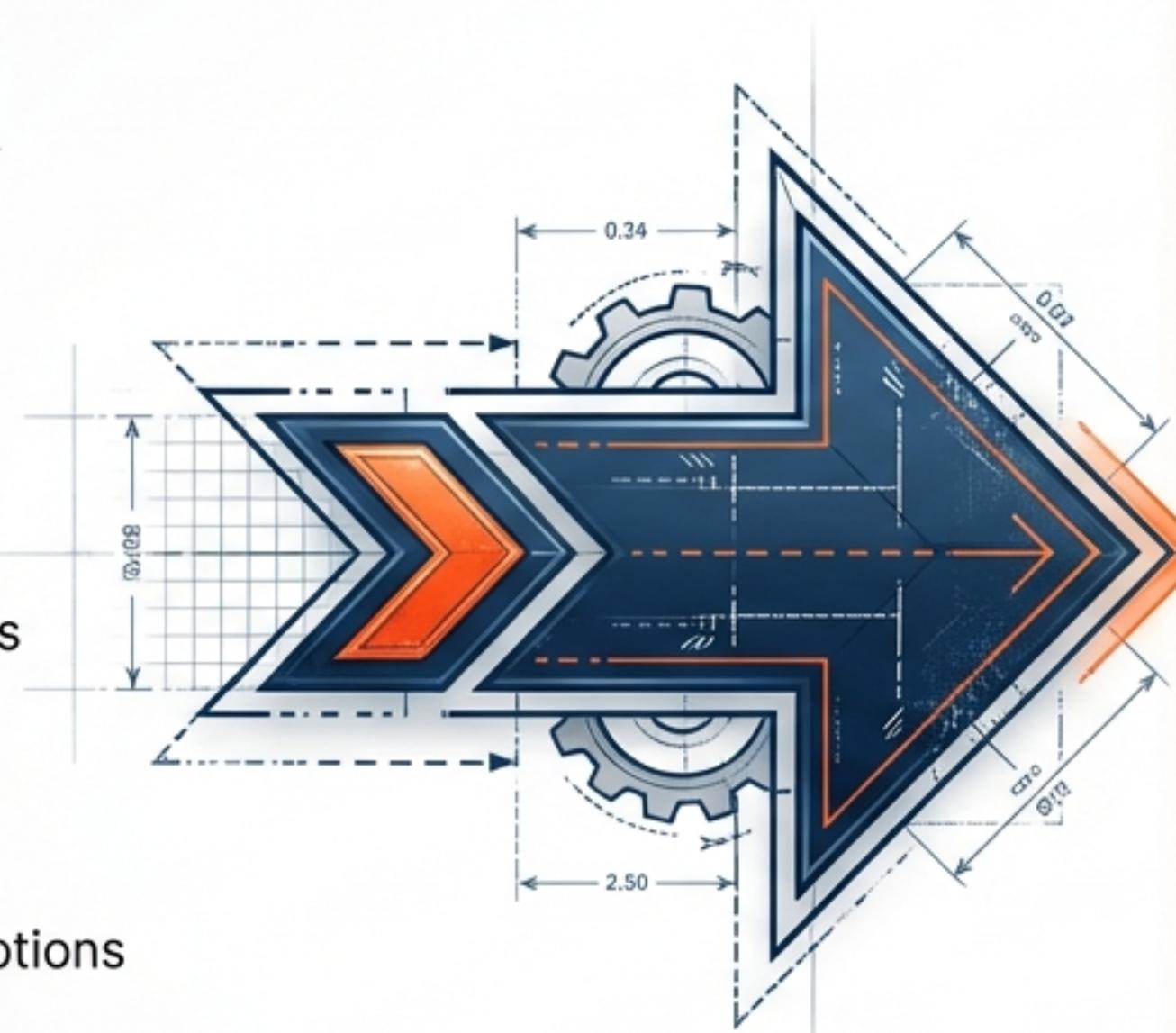


# EVOLVING THE VALUE PROPOSITION

Sprint 3 (Assumptions) vs. Sprint 4 (Validated Reality)

## SPRINT 3

- **PITCH**  
Digital inventory  
for AM parts
- **DRIVER**  
Cost Savings
- **TARGET**  
End-user Operators
- **TECH**  
No AI Integration
- **DATA**  
Qualitative Assumptions



## SPRINT 4

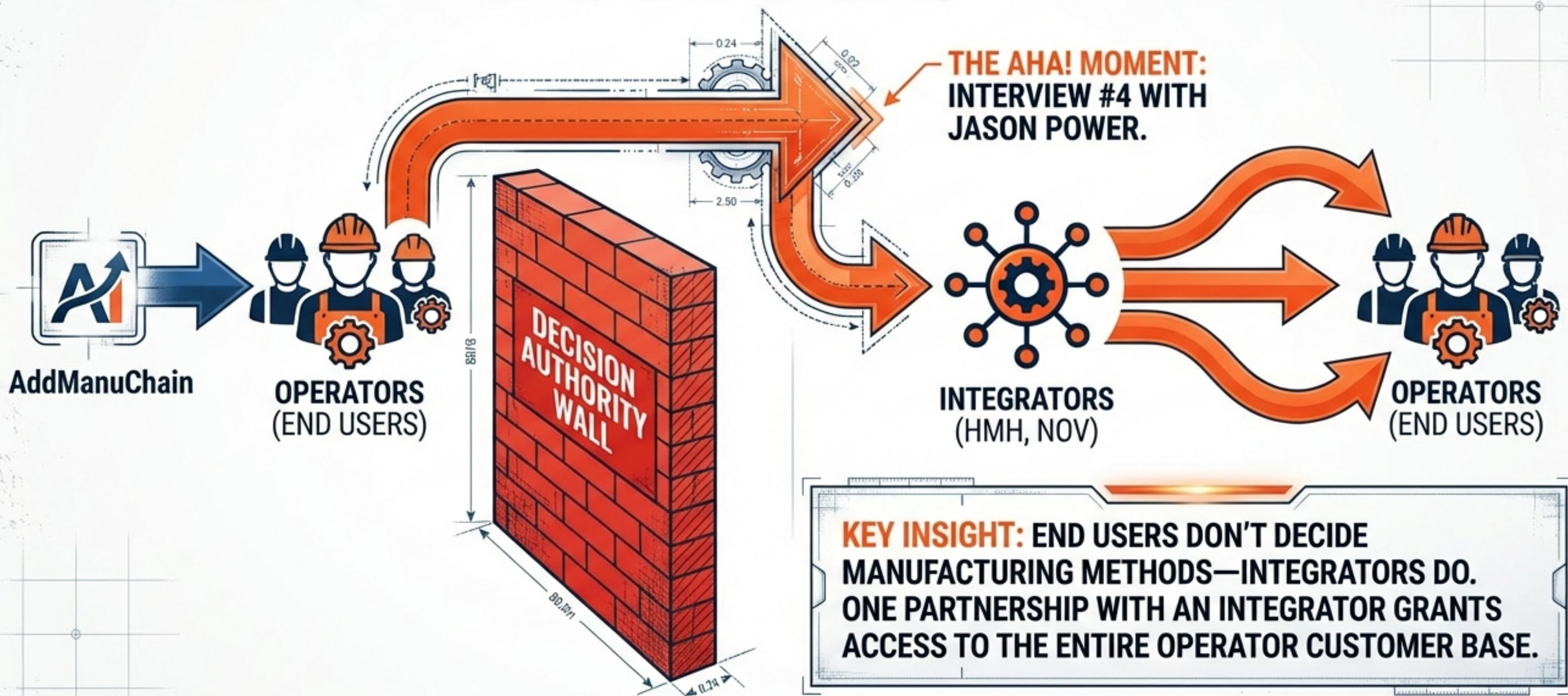
- **PITCH**  
Supply chain **intelligence** +  
breakdown **insurance**
- **DRIVER**  
**Working Capital Liberation**  
(CFO-Level)
- **TARGET**  
Integrators & OEMs (**HMH, NOV**)
- **TECH**  
**Engineered Intelligence**  
**Partnership (Closed-loop AI)**
- **DATA**  
Quantified

**\$30-50M Liabilities**

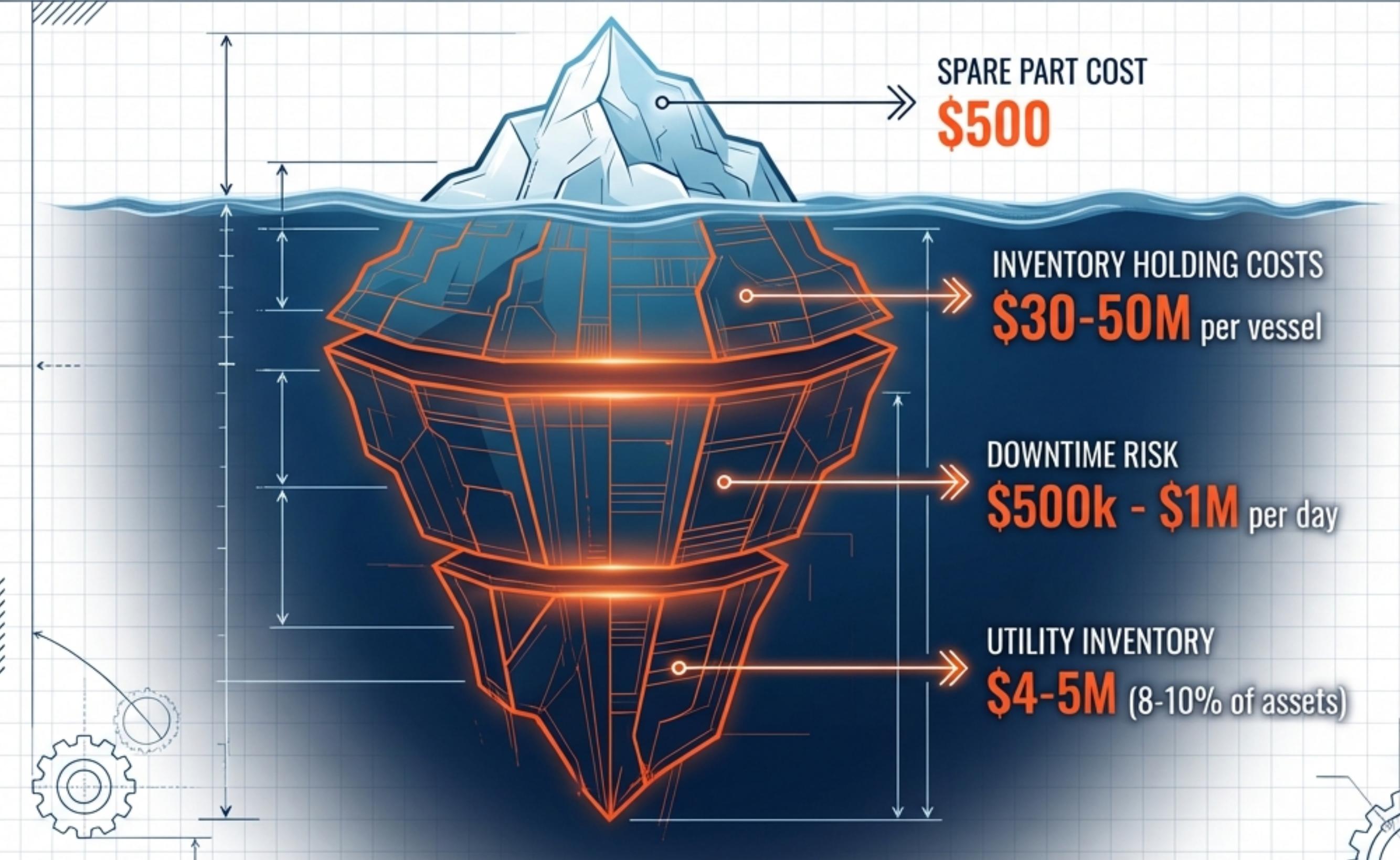
Shift from generic '**Cost Savings**' to  
specific '**Breakdown Insurance**'.



# THE STRATEGIC PIVOT: WHY WE STOPPED TARGETING OPERATORS



# VALIDATION PILLAR 1: THE \$50M LIABILITY



## THE POST-COVID REALITY:

“Nobody carries stock anymore. Everything is pre-ordered.” ”  
— Sean Morgan (Atlantic XL)

Source: Validated data from Jason Power & Adam Chubbs.

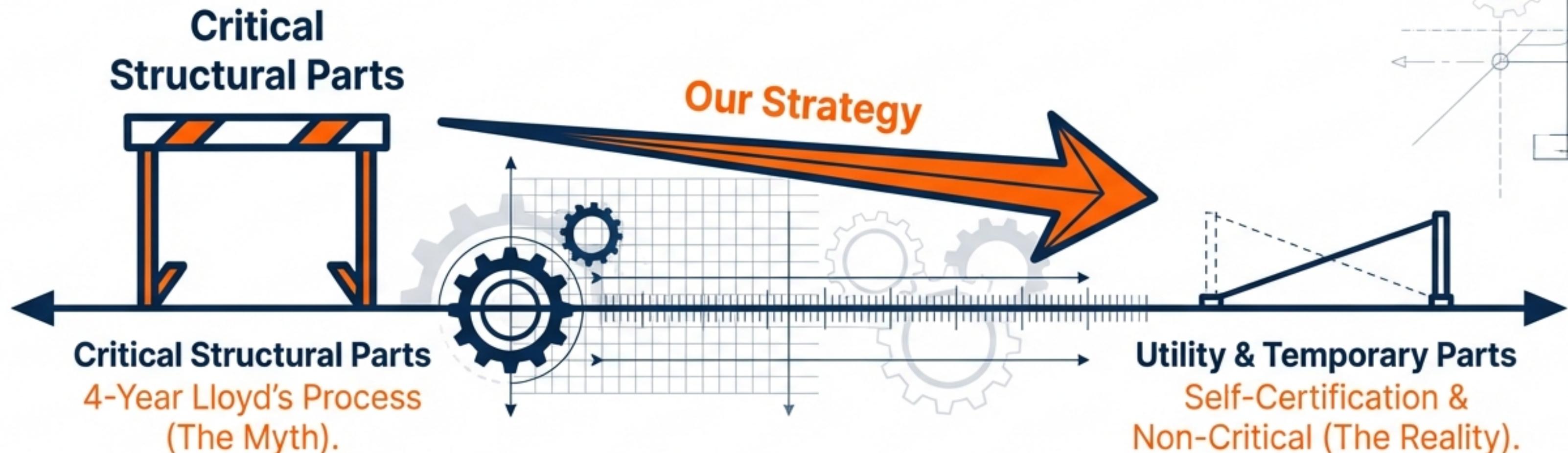
# VALIDATION PILLAR 2: AI AS THE DIFFERENTIATOR

## LINKING PREDICTION TO PRODUCTION



\* Partnership: Engineered Intelligence 'Engine' Platform.

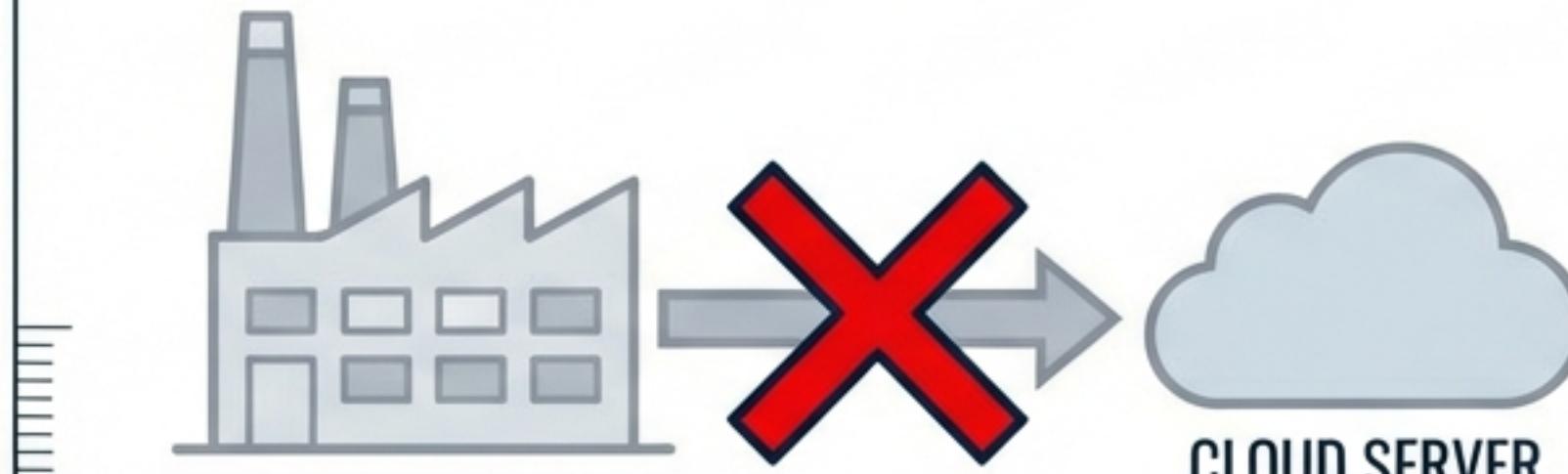
# VALIDATION PILLAR 3: CRACKING THE CERTIFICATION CODE



- **Utilities Self-Certify:** “We don’t look for that sticker.” — Adam Chubbs
- **Temporary Parts:** Navy and Clearwater Seafoods accept temporary AM parts to bypass wait times.
- **Library Strategy:** Developing pre-certified library with C-CORE.

# VALIDATION PILLAR 4: IP SECURITY & THE "CLOUD" BLOCK

## The Competitor Model (Cloud)



OEMs refuse to upload IP.  
(FieldNode/Pelagus Weakness).

**"People hide behind IP."** – Interview #18 OMV Austria.

## The AddManuChain Model (On-Premise)



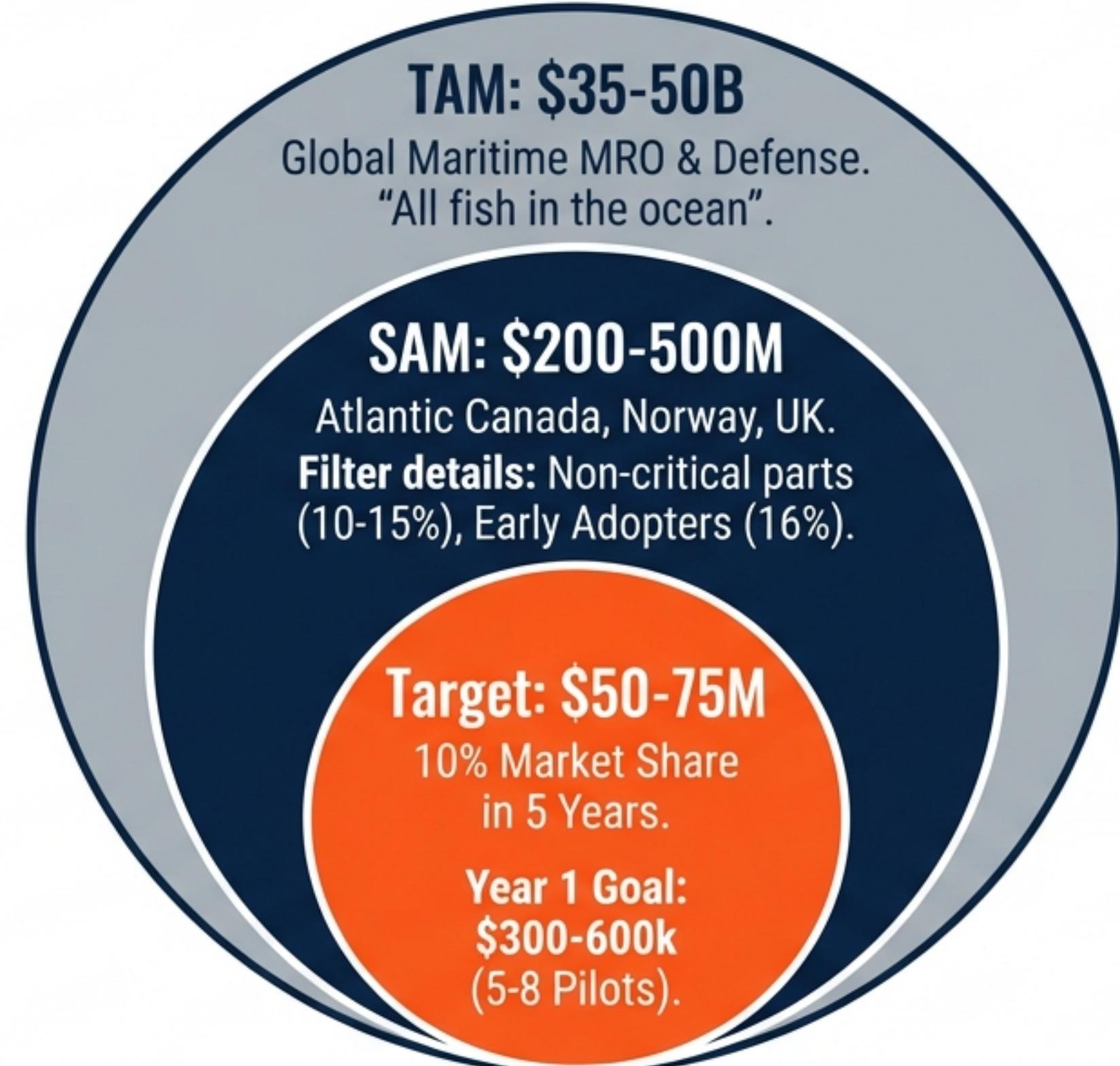
Local hardware processing.  
No design files leave the premises.

# VALIDATION PILLAR 5: THE ARCTIC BEACHHEAD



- Why Arctic? **Failure in winter is catastrophic.**
- The Value: **Sovereign resilience and N+1 redundancy.**
- The Opportunity: **ERINL funding available (\$100k-500k).**

# MARKET SIZING: FROM GLOBAL TO CATCHABLE



# COMPETITIVE LANDSCAPE

Metric	FieldNode (The Goliath)	AddManuChain (The Specialist)
Inventory Model	Reactive Management	Predictive (AI Driven)
IP Security	Cloud Upload Required	On-Premise / No Cloud
Focus Area	Global O&G Majors	Arctic & Remote Logistics

Our Edge: We prevent the breakdown before it happens, without asking for their IP.

# BUSINESS MODEL CANVAS (SPRINT 4 UPDATES)

Key Partners <b>UPDATES:</b> <b>Added:</b> <b>Engineered Intelligence, Poly Unity, C-CORE.</b>	Key Activities <b>Product Development, Software Integration, Pilot Deployment.</b>	Value Propositions <b>UPDATES:</b> <b>Changed to "Breakdown Insurance" &amp; "Sovereign Resilience".</b>	Customer Relationships <b>Automated Support, Dedicated Account Management.</b>	Customer Segments <b>UPDATES:</b> <b>Swapped "Operators" for "Integrators/OEMs" and "Remote Utilities".</b>
Key Resources <b>Engineers, IP Portfolio, Strategic Relationships.</b>	Channels <b>Direct Sales, Partner Networks, Digital Platforms.</b>			
Cost Structure <b>R&amp;D, Personnel, Marketing, Cloud Infrastructure.</b>	Revenue Streams <b>UPDATES:</b> Pilot projects (\$50-100k) -> Enterprise Licenses (\$500k+).			



## INTERVIEWS

**10+ NEW**

- Jason Power (Valaris)
- Adam Chubbs (Frobisher)
- Darren Wood (Proax)

## REFERRALS UNLOCKED

**6+**

Poly Unity: ★★★★★

Engineered Intelligence:



## OBJECTIVES VALIDATED

**5/5**

Money  
Tech  
Certs  
Arctic  
Quant Data

# SPRINT 5 STRATEGY: SECURING PILOTS & PARTNERS



## APPENDIX: QUANTITATIVE METRICS SUMMARY



Metric	Value	Source
Inventory per Vessel	\$30-50M	Jason Power
Downtime Cost	\$500k-1M/day	Jason Power
Utility Inventory	\$4-5M (8-10% of assets)	Adam Chubbs
Cost Drivers	\$100k/Transformer, N+2 Redundancy	Adam Chubbs
Logistics Gap	10-day emergency vs. 6-month wait	Darren Wood
ROI Threshold	15%	OMV Austria

# APPENDIX: INTERVIEW LOG & INSIGHTS

**Jason Power** (Valaris): Integrator Pivot Insight. [★★★★★]

**Adam Chubbs** (Frobisher): Utility data, AI partnership. [★★★★★]

**John Lidstone** (Atlantic XL): Certification timelines. [★★★★★]

**Darren Wood** (Proax): Obsolescence & Logistics. [★★★★★]

**David Waldbillig** (InnoTech): Competitive Intel. [★★★★☆]