Bringing down the noise

Exploring new ways of connecting and working in a global digital shipping industry.
Content

1. Introduction - Chris Gonzalez & Sea Ventures
2. Today’s challenges
   a. Too much noise
   b. Overabundance / Glut of information
   c. Communication is fragmented
3. Introducing Seabo
4. Q & A
Who we are
Who I am

Chris Gonzalez

- Startup Director and Product Owner at Sea Ventures BV based in Amsterdam, The Netherlands
- Over two decades of experience at international banks, focusing on global digital customer solutions and consulting for financial services & logistics companies.
- Responsible for development, commercialization and launch of technologies in over 35 countries while working on 3 continents in both established companies and startups.
- Latest passion and challenge at Sea Ventures: Bringing shipping into the digital age in an engaging, intuitive and secure way!
Who we are

Sea Ventures

- Sea Ventures BV, founded in 2017, is a multi-cultural startup based in Amsterdam, The Netherlands.
- Our journey began with a simple question: How can we bring the shipping industry forward using proven techniques and best practices from other industries, yet still build a platform ecosystem dedicated to shipping?
- Our goal is to bring the shipping business together to provide greater focus, more efficiency and a richer social experience so users never miss a deal. That’s why we started seabo, an all-in-one platform for the shipping industry.
- Our multinational team consists of shipping industry experts advising us, IT-developers putting all pieces together and designers giving our platform the good looks & intuitive navigation.
Today’s challenges:
Too much noise
#1 Too much noise

Too much time spent on emails and tracking down deals

- 28% of work week (13 hrs) spent on reading/responding to email*
- Large volumes to sort through (quality information, transparency from sender, reliability of counterparts, pricing)
- Duplicates & updated circulars keep flocking in
- Deals received via multiple channels
#1 Too much noise

Digital industry solutions are trying to reduce traffic overload

- Group email accounts
- Customizing email clients
- Digital marketplaces
- Email parsers (rule-based, AI based)
Today’s challenges: Information is scattered
#2 Information in too many places

Managing heterogeneously distributed data streams is neither safe nor efficient

- Databases kept in multiple places & ways
- Organizing circulars/shares is paper-intensive
- Gaining market insights means checking multiple channels
- Security concerns prevent efficiency
Simply smart shipping.
Meet the market.
Be part of it.

#2 Information in too many places

Cloud-based and mobile technologies help us get a grip on our assets

- UX/Customer Experience design focus is improving overall technology design and usability
- Document/File management solutions are being rolled out in more corporations & industries
- Integration of multi-function services and apps in one platform
Today’s challenges: Communication is fragmented
#3 Communication is fragmented

Traceability of channels and commercial data is difficult

- Managing your network is time-consuming but vital
- Non-standard content and manner of sharing your circulars
- Negotiations of fixture terms aggravate the problem of communicating on multiple channels
#3 Communication is fragmented

Social networking tools and automated workflow systems keep us in the loop

- Established social media channels, smart social marketplaces
- Packaged workflow automation tools for pre-programmed task execution
- Negotiation platforms and end-to-end contract lifecycle management platforms*
Introducing Seabo
What seabo can do for you

- Market screen: Benefit from elaborate AI-based email parsing
- Online & mobile databases: Efficiently manage your portfolios & personalized projects
- Connections, chats, negotiations: Meet the global shipping market
- Cutting-edge security: Protect your assets
Market screen: Benefit from elaborate AI-based email parsing

- Fast time to market (best-matching vessels/cargo): All-in-1 cockpit
- Less traffic: Email filtering, repair, processing technique
- More trading: Select, rate, collect & share your circulars
- Regained control: Only data specifically shared with you in your biz network enter your inbox
Online & mobile databases: Efficiently manage your portfolios & personalized projects

- Nurture your network: Social marketplace incl. profiles, groups, channels, chats
- Never miss a deal: Simplified & timed negotiations via one single hub enhance your performance
- Interact intuitively: Easily and securely discuss offers, settle commissions, file and recap all terms mutually agreed
Connections, chats, negotiations:
Meet the global shipping market

- **BoostUrBiz**: Customize, browse, steer & trace all vessel/cargo portfolios/data
- **Organize the smart way**: Personalized projects available online or on the go
- **Enrich your database**: Via tables, templates, AIS data, filters, tracking tools
Cutting-edge security: Protect your assets

- Share only what you want to share: Our EU-based servers ensure some of the strongest privacy protection laws in the world, keeping personal data safe and negotiations strictly private.

- You decide and adjust for yourself who you get in touch with and what kind of info you want to exchange.