

# brigg

COMMUNICATION FOR SAILORS



# Smart, safe & simple communication at sea.

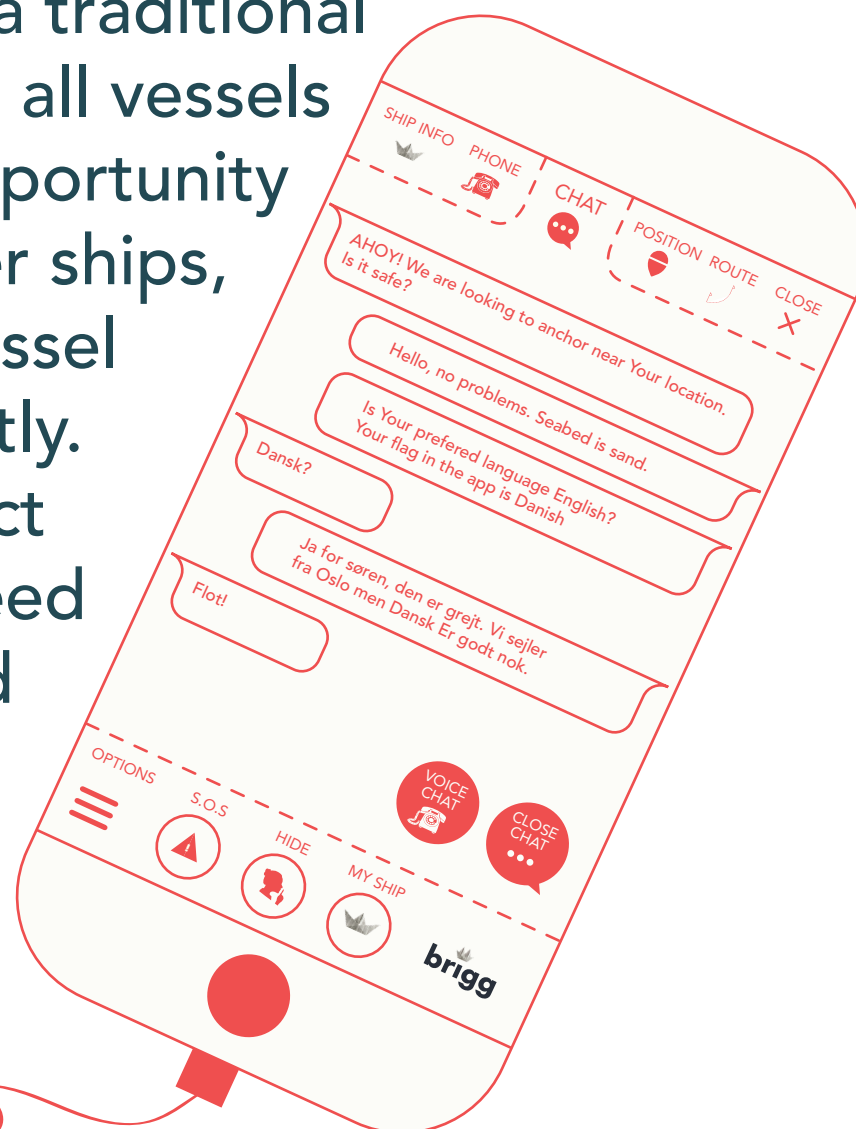
Imagine Yourself running out of gas or suffering engine failure in the middle of the fairway. You spot multiple boats around You but have no real way of interacting with them. Our service changes that. Using our service You can simply click on any vessel or even harbour in order to obtain more information and make direct contact! You may alert or interact with anyone around You. Direct communication between sailors, coast guard, rescueservice is both safe, helpful and social!



# You can send emergency flare or wave and shout

Or You can contact coast guard if something happens. But our service gives You several, less dramatic options.

Help or assistance can often be found at very close range. Our service looks a bit like a traditional radar screen where You see all vessels around You. Besides the opportunity to adapt Your route to other ships, You can also click on any vessel and contact the sailor directly. It doesn't have to be a direct emergency, perhaps You need to alert other sailors around of dangers. Or just have a friendly chat with a fellow sailor nearby!



# Your phone becomes a small, neat coastal radar

Our service also provides You with details about all vessels around You. Sailors can easily share vessel information, pictures, facts and contact details with other sailors.

As mentioned before, You may also interact directly with any sailor around You. Use our sailors chat function or other contact ways like phone or send emergency signal.

Perhaps You have run out of gas, fresh water or just want to borrow matches or share information with neighbouring boats.

The service works regardless of what kind of vessel You are using. Canoe, fishing boat or oil tanker are all visible on our map. Providing the sailor is using our service that is.

The service is primarily made to be used on Your phone. But can be integrated in any built in infotainment screen or GPS-device on board too if required.



# Everyone loves (loved) to play top trumps right?

We all remeber them, the informative playing cards representing different themes back in the days.

Using our sercvice You can easily create a "top trumps" style information page for You vessel. You can provide details like linght, witht and depth. Why not provide some photos or other details to let other sailors learn more about Your ship.

It's fun, voluntary and easy. But also a safe way to let others around You know f.x. Your planned route and current crew number to prevent incidents and increase safety for all.

If You, for some reason, would like to hide from the map You can put the service on "hide".



# Direct communication with harbours coast guard and rescue services

To further increase safety and simplify communicating at sea, we have set up quick connection if You need to contact rescue-service, coast guard, nearest harbour and other vital services.

You can also obtain general alerts or warnings from f.x. weather services. Coast guard and rescue services can also alert You and all ships in a certain area if the need should occur. You may also easily share Your position with everyone around You if there should be an emergency or if You need assistance.

We have been working in close connection with Swedish rescue services (SSRS) since our app and service makes their job very much easier. They all of a sudden have a possibility to contact all boats directly and even all sailors in a given area if needed. For example You can alert all sailors within a certain range If You need help in a search and rescue operation.

Our service has no geographical boundaries and works regardless of where on earth You are sailing. The Swedish name "Brigg" will however eventually be replaced to work better globally.

# Financially sound, is this a play on words You wonder?

Financially we have estimated a annual cost of around €70 for each sailor to use the service. To increase the number of users we will however try to start providing the service at a discounted first annual fee of €35.

You could argue that the service perhaps should be free or even cheaper to start with. Since the service is dependant on decent user numbers to be helpful enough. But besides benefiting financially from the fee, having a fee also helps guarantee missuse of the service. If It's free for all, we might have users claiming to be a ship in need while whe, in reality, are dealing with someone in a bar having had one beer to many or a playful kid.

Total market size globally is extensive to say the least. All boats, ships and seaborne vessels of any kind are potential customers. Private and commercial alike, we may also add a few surfers, canoe users or othert willing to pay a small fee for a much safer and more social marine life.

# Costs, marketing and other minor details to keep track off

Costs then? Development, maintenace, support, testing, office supplies...but marketing should exeed all other costs by far. In Sweden and other Nordic countries we have a total market of around 1.7 million boats. Many of which are connected to local rescue services and harbours and can be reached out to farily easy. There are several other countries with similar yacht club registers and rescue service members. Despite this, we will have to prepare for quite costly marketing campaigns to reach out as wide as possible very early on.

We have also prepared to cooperate with hardware suppliers of boat GPS manufacturers to be able to integrate the software to existing GPS device systems. But even with these channels to reach out, You investment is needed and appreciated. For any further questions and details, Do not hesitate at all. Just get inte touch and we will take if from there.

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