



inomare

Crafted by Innovation, Navigated by
Experience

2023 Initial Business Plan

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But not Least

Mission & Scope.

Our Mission is to lead the maritime industry into a sustainable and decarbonized future by forging strategic partnerships with the foremost technology and software companies. We are committed to delivering innovative solutions that align with stringent environmental regulations and support the global goal of achieving carbon neutrality by 2050.

Our scope extends to facilitating collaboration and knowledge exchange within the maritime community, fostering a dynamic ecosystem of progress and innovation. As a result, Inomare stands as a trusted bridge between cutting-edge technology and the maritime sector, propelling us toward a greener, more sustainable future.

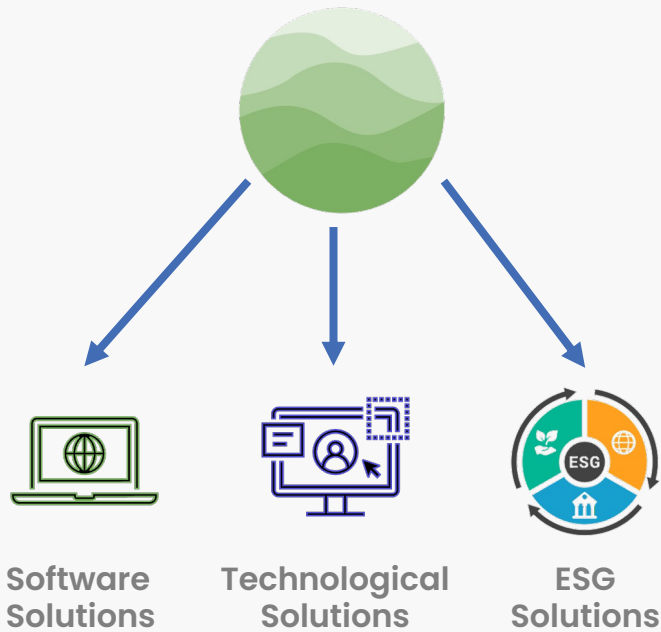


 Adaptability Adaptability and agility in the face of change.	 Innovation Innovation continuity for all stakeholders	 Customer-Centric
 Partnership Beneficial relationship for both parties	 Payment Systematic payment conditions	 Timing Strict Time Management and KPI Tracking
 Excellence Only Respectful and careful partners	 Integrity Business with transparency, honesty, and ethics	 Reporting Regular situational and marketing reports

Values.

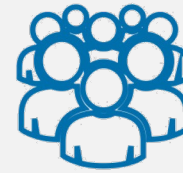
With these values as our compass, we navigate the seas of decarbonization, steering towards a future where technology, sustainability, and maritime excellence converge. At Inomare, our commitment is resolute, our path is clear, and our mission is unyielding.

Mission & Scope.



Environmental

- Renewable fuels
- Greenhouse gas (GHG) emissions
- Energy efficiency
- Climate risk
- Water management
- Recycling processes
- Emergency preparedness



Social

- Health and safety
- Working conditions
- Employee benefits
- Diversity and inclusion
- Human rights
- Impact on local communities



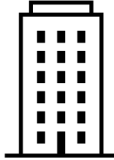
Governance

- Ethical standards
- Board diversity and governance
- Stakeholder engagement
- Shareholder rights
- Pay for performance



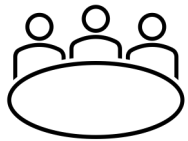
Ex-Captain

5 years of seagoing experience
in chemical tankers



Experienced

10 years of professional
experience as mid & top
manager



Project Manager

Competent Project Manager with
education and experience



Serial Entrepreneur

Founder of startups with digital
and traditional products for 5
different sectors.

Team. Founder.

Ömer Berkay Dağlı, the founder of the company, has experience in the maritime base. He started his career in chemical tankers and developed himself in project management and technology with his graduate education.

During his professional life, which lasted 10 years, he held middle and senior management positions, while he was the founding partner of 5 startups.



www.linkedin.com/in/obd

Team.

Our team will be managed by 1 Mechatronics Engineer and 1 Environmental Engineer. Both experienced more than 5 years in Marine Sector. Also, we have 3 partners focused on marine engineering, located in Istanbul.



Senior Management

1 Mechatronics Eng.
1 Environment Eng.



Operation Team

3 Marine Eng.
2 Industrial Eng.



Workshops and Service Teams

3 Partner workshop and teams located in Istanbul

Industry Overview.



Politics & Bureaucracy



Human Resources & Training



Environmental Regulations



Rising Costs & Financial Challenges



Digitalization & Transformation



Uncertainty of Schedule



Security & Data Protection



Real Time Tracking & KPIs

The maritime shipping industry is responsible for around 3 % of GHG emissions and is now under pressure to decarbonize. This is the case with digitalization and the implementation of new equipment.

To secure the future of the maritime field and logistics, companies must manage all the aspects of these challenges and be able to implement sustainable solutions.

Marketing & Sales.

Our marketing strategy at Inomare revolves around positioning our company as a leader in the maritime decarbonization industry, backed by our partnerships with the finest technology and software companies. With a unique blend of maritime and technological expertise, we're driving sustainable transformation across the industry.

A+

Word of Mouth
Marketing

A+

Digital
Marketing



01

Social Media

02

Mailing &
Newsletters

03

Website & SEO



1

Peer-to-peer.

2

Events & Organizations.

3

Community.

4

PR Marketing.

Word of Mouth.

Word of mouth marketing is a powerful and organic way to spread the message of Inomare's commitment to maritime decarbonization. As we will represent top technology and software companies in this critical industry, harnessing the potential of word of mouth can significantly amplify our impact.



Content Marketing.

By implementing content marketing strategy, Inomare will effectively communicate its unique value proposition, showcase its partnerships, and contribute to the broader conversation about maritime sustainability and technological advancement.

sustainable-sea.com
surdurulebilirdeniz.com

Messages.

1. **Innovation and Tradition:** Emphasizing Inomare's ability to bridge the gap between tradition and innovation.
2. **Best-in-Field Partnerships:** Showcase the esteemed software partnerships that set Inomare apart, underscoring the company's commitment to offering the best solutions in the industry.
3. **Sustainability as a Priority:** Communicate Inomare's dedication to providing sustainable and compliant solutions that align with environmental regulations and support the industry's 2050 targets.
4. **Industry Transformation:** Emphasize Inomare's role in driving transformation within the maritime sector, positioning the company as a catalyst for change.

Channels.

1. **Blog Posts:** Regularly publish informative articles on maritime decarbonization, sustainable practices, technology trends, and success stories from partnerships.
2. **Case Studies:** Showcase real-world examples of how Inomare's software partners have helped clients achieve decarbonization goals, highlighting quantifiable benefits.
3. **Webinars and Video Content:** Host webinars and produce video content showcasing technological innovations and providing insights.
4. **Whitepapers or eBooks:** Develop in-depth resources that delve into specific aspects of maritime decarbonization, offering valuable insights and actionable strategies.

sustainable-sea.com
surdurulebilirdeniz.com

Competition.

Market research, industry reports, and competitive analysis will be conducted to provide clearer understanding of the companies that Inomare is directly competing against and their respective strengths and weaknesses.

	Turkiye	Europe	MENA	South East Asia
Competition Availability	N/A	Many	N/A	Few
Digital Product Range	N/A	Wide	N/A	Wide
Offering Service & Mounting	N/A	Yes	N/A	Yes
ESG Consulting	Few	Many	Few	Few

SWOT Analysis.

Strengths

- Experienced and awared team,
- Networking capabilities,
- Tailored solutions.



Weaknesses

- Dependency on Partnerships,
- Limited recognition,
- Educational efforts.

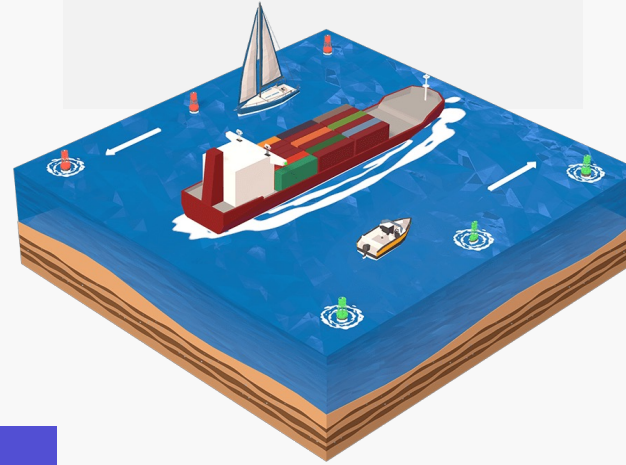
Opportunities

- Expanding market,
- Local competitor not available,
- Growing sustainability concerns.

Threats

- Relatively cheaper analog solutions,
- Potential supply surpluses,
- Regulatory changes.

Targets & Strategy.



2023

+5 Partner

2 Events

5 Projects

10 Employees

2024

+10 Partner

3 Events

20 Projects

15 Employees

2025

+15 Partner

5 Events

50 Projects

25 Employees

2026

+20 Partner

5 Events

100 Projects

35 Employees

Targets & Strategy.

Long-Term Partnerships

Focus on building long-term partnerships rather than one-off transactions.

Success Stories

Highlight case studies and success stories of clients who have successfully adopted Inomare's solutions.

Customer Segmentation

Tailor sales approaches and messaging to each segment's unique needs and pain points.

Demonstrations and PoC

Provide hands-on demonstrations of the software solutions Inomare represents.



Partner Network Utilization

Leverage the strength of the software partnerships by collaborating with partner sales teams.

Thought Leadership Seminars

Regular webinars featuring industry experts, discussing trends, challenges, and best practices in maritime decarbonization.

Consultative Selling

Adopt a consultative selling approach, understanding the unique challenges of each prospect.

Timeline.



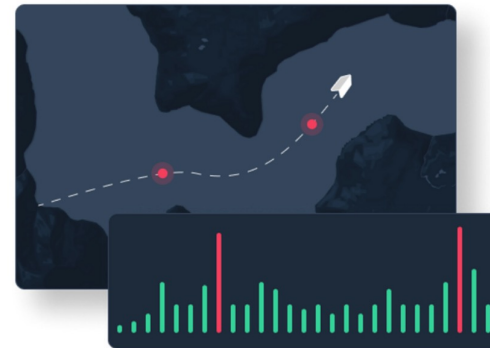


IMAS

Intelligent Marine Assistance System

Hefring Marine is an Icelandic marine deep-tech company leveraging IoT. Its hardware-enabled Software-as-a-Service (SaaS) solution provides vessel operators and control systems with decision-making support and monitoring insights for improved safety, fuel efficiency and maintenance planning.

Approved.



Impact Monitoring

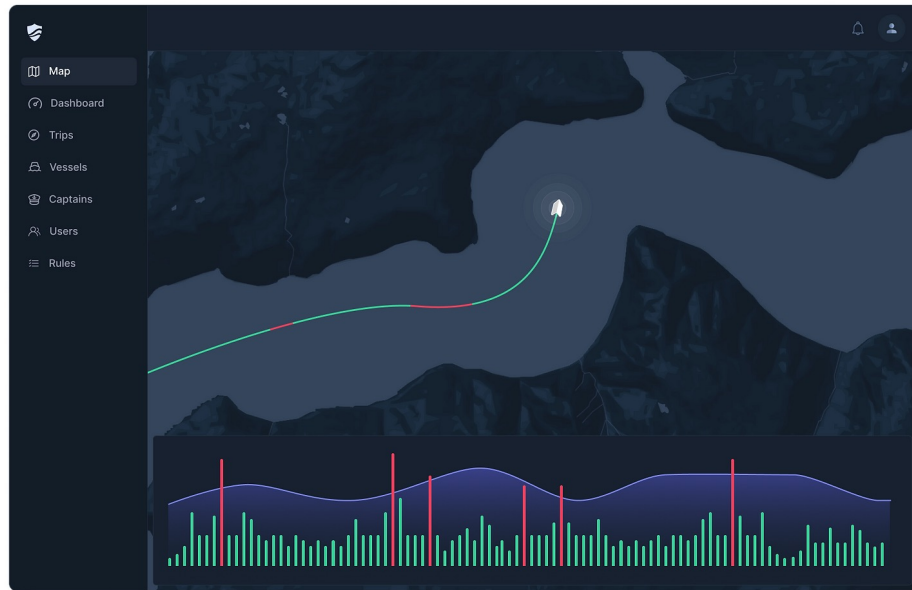
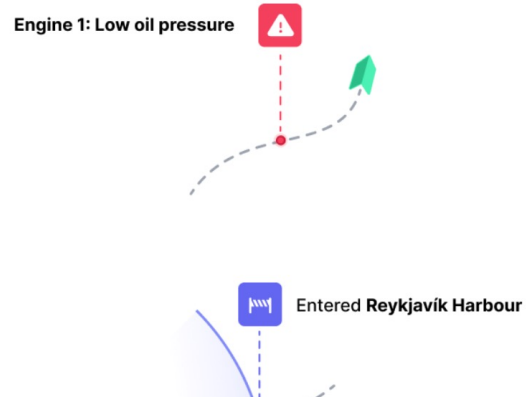
The system's **sensor** units accurately monitor **impacts** and **vibrations** caused as the vessel moves through the water, which are displayed in real-time to the operator, delivering **alerts** on board and on shore when an impact threshold is exceeded. An impact counter records the number of times the threshold is exceeded.

On board, **weather** and **sea state** information from the latest forecast are displayed in real time to the captain.

Rules and Alerts

Define **custom rules** for vessels that apply everywhere or within specific **geofences** that trigger **alerts** when violated. Custom alert rules can be defined for **any data** collected, from speed and wave impacts to fuel rate or oil pressure.

Receive **real-time alerts** from geofences, custom rule violations and vessel warnings from NMEA2000 in the on-shore platform and via **email** or **sms**.



Live Vessel Monitoring

Monitor vessels in the fleet in **real-time**, viewing live trips on an interactive map with a graph overlay. View any collected and calculated **data**, from experienced impacts, safety-optimised speed guidance, fuel consumption, weather and sea conditions, engine performance, and all other available data down to **second-by-second** resolution.

Monitor **status** and **location** of all vessels when operating and when idle, including engine hours, fuel rate, battery voltage, water depth, oil temperatures and pressure.



Fuel Cell Generators

We develop and produce high-quality and sustainable energy generation products. With more than 17 years of experience in fuel cell technology, PowerUP is an innovator in the fuel cell technology market.

Approved.



UP1K

1 kW portable hydrogen fuel cell based generator.



UP400

400 W portable hydrogen fuel cell based generator.



UP200

200 W portable hydrogen fuel cell based generator.

**Thank You For Your
*Patience & Interest***

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